

SEP 4 1931

# THE Publishers' Weekly

*The American Book TRADE JOURNAL*

62 West 45th Street, New York

VOL. CXX

NEW YORK, AUGUST 29, 1931

No. 9

\$1,898,315.25

You, the booksellers of America, have realized  
\$1,898,315 in selling 1,017,043 copies of the works of



## WARWICK DEEPING

"The Ten Commandments" will be published on September 11th at \$2.50. Those who have read it call it even better than "Sorrell and Son." 100,000 copies in six months seems a conservative goal, and that represents \$250,000 in retail sales.

"The Ten Commandments" is a very modern story—of a girl who longed to love and dared not—of a man who, wanting her, had to deny his love—of a mother who quietly, courageously, fought to exist in a new and strange world.

September 11th is the date! . . . and remember, "Shadows on the Rock" is already in its 120th thousand. This Fall, it's the Borzoi list!

THE  
TEN

## COMMANDMENTS

ALFRED · A · KNOPF



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# A New York Bookseller tested them for you!

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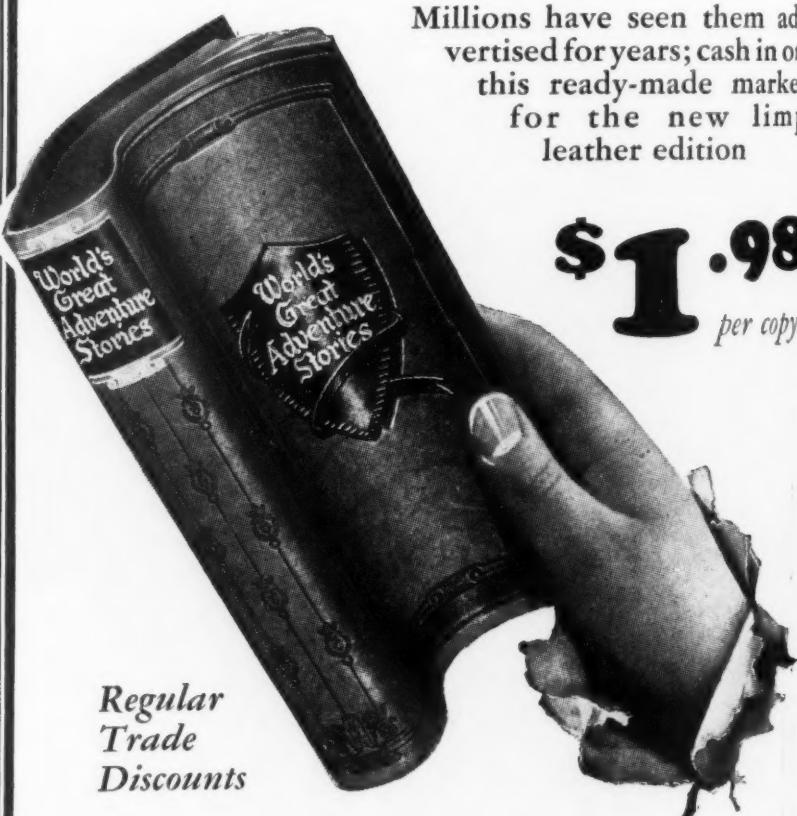
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FRANKLY we weren't sure how well our world-famous One Volume Limp Leather Classics would sell in retail stores. So we arranged with one of the large New York stores to display these books for one month—and see what happened. In June—not a month notable for profit—that dealer turned his original stock of several hundred volumes one and one half times at the regular retail price. The idea was good—it made a lot of money—and now we can present to you The WALTER J. BLACK Limp Leather Library with the definite knowledge that all customers will want it. Check the titles. The authors are known wherever books are read. Printed on fine paper in clear legible type, beautifully bound in genuine limp sheepskin.

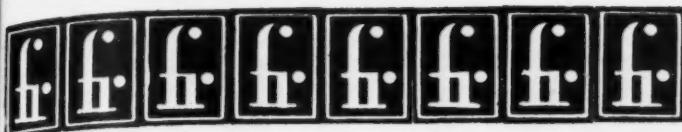
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*Joe Lederer*

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Translated by Guy Endore

THE delicate, impassioned story of the swift love of Sybil and Lukas, of their first meeting and their last, of a night filled with beauty and with the overwhelming fury of a tempest . . . A strange and arresting theme: a girl, on the eve of her marriage, loving and making love to another man. . . . Like Collette, the author, a young Austrian woman, goes deep into the hearts of men and women, yet spreading on the surface neat and sparkling conversations u. . . Sept. 1, \$2.50



*Football . . . and profits!*

*Francis Wallace*

## STADIUM

HOW one big university made ends meet by turning out the right kind of team . . . but how one young man, and one young woman, found that romance is threatened by too much success . . . it's sensational; and the author, a sports writer who played under Rockne at Notre Dame, tells inside facts as well as a darned good love story . . . it's full of the right atmosphere and just in time for the opening of the big football season. Paramount is making a picture from it (under the title "Touchdown") and we're inclined to think STADIUM will clean up for you.

Sept. 28, \$2.00



**FARRAR & RINEHART,**  
9 East 41st Street, New York

# Pre-Views

*We nominate  
for success—*

# 6



by

**FLOYD DELL**

## LOVE WITHOUT MONEY

Because Floyd Dell is at his best when he is writing about the difficulties of young people in love, and about the relations of parents and children; because Peter and Gretchen are a later version of Felix Fay and Rose-Ann (of *The Briary Bush*) with a 1930 courage and frankness which their predecessors couldn't have had; because it's a light, gay amusing story, yet its clear eyed presentation of the problem of how boys and girls are to make love when they can't afford a bedroom will interest the Judge Lindsays, the doctors, sociologists, preachers—and parents!; and because the Floyd Dell whose *The Unmarried Father* won him a new, nation-wide audience has never been in better form than he is in this new and worthy novel.



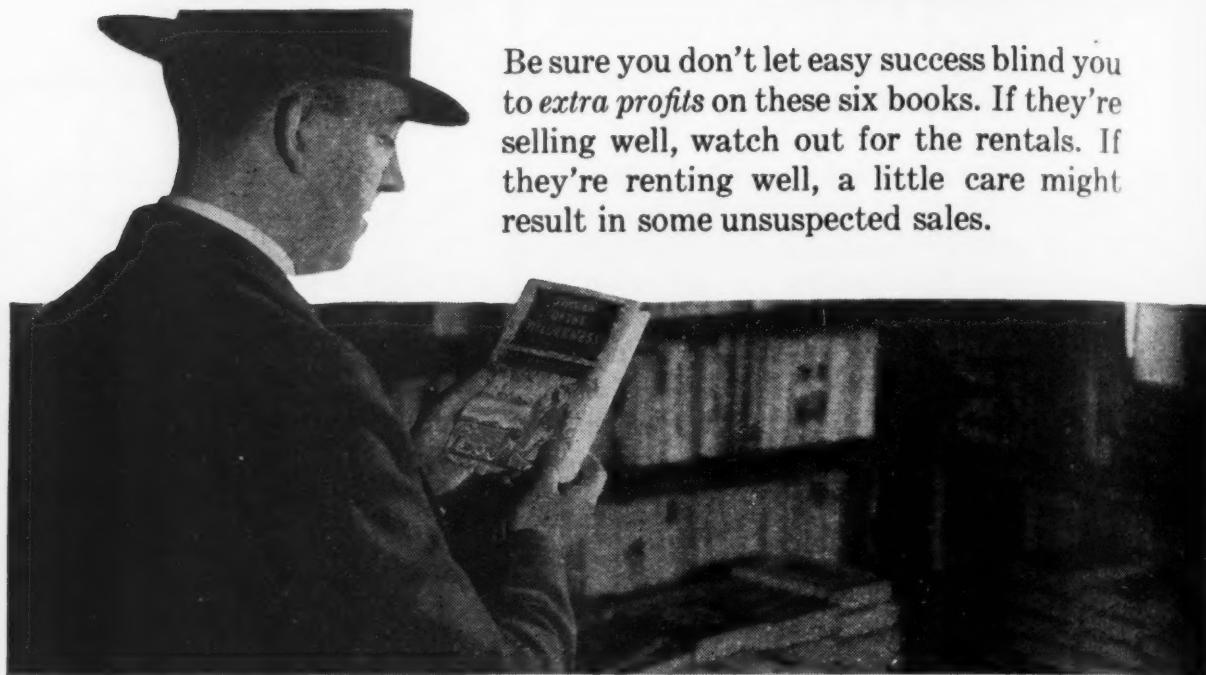
### PREVIOUS PREVIEWS:

- # 1 *Alec Waugh*  
Most Women . . .
- # 2 *Upton Sinclair*  
The Wet Parade
- # 3 *Sophie Kerr*  
In for a Penny
- # 4 *Margaret Sanger*  
My Fight for Birth Control
- # 5 *DuBose Heyward*  
Jasbo Brown



# Two-Way Profits

## RENT — SELL



Be sure you don't let easy success blind you to *extra profits* on these six books. If they're selling well, watch out for the rentals. If they're renting well, a little care might result in some unsuspected sales.

## Best Adventure since JACK LONDON

A crackajack romance about a young hero who tamed the Torndeek. Clean, wind-swept, as fresh as this morning's paper. *Heart of the North*

presaged such a best-seller as this. **SINGER OF THE WILDERNESS**, by William Byron Mowery. Watch it! Coming Sept. 24—\$2

## Check for Fiction:

- I JERRY TAKE THEE, JOAN**, by Cleo Lucas. Remember *I Lived This Story*. Here's the new Campus Prize Novel, another big seller and a fast rental title. (Sept. 24—\$2)
- HIGH TABLE**, by Joanna Cannan. Her *No Walls of Jasper* was praised everywhere. Rebecca West says she's due for a "long line of excellent novels." Here she makes fascinating the lovable failure everyone knows. Very appealing fiction! (Sept. 24—\$2)
- IN THE DARK**, by Elias Tobenkin. Clarence Darrow says, "The best crime story I have read in many years." Thrilling
- tells how a boy accidentally rose in gangdom—gives away the secrets of young Diamonds and Capones. (Sept. 24—\$2)
- OH HAPPY YOUTH**, by Kay Cleaver Strahan. Remember *Footprints*? Now this author has written a best-selling romance—human, disarming, with the bona fide Kathleen Norris appeal. *N. Y. Times* calls it "a girl *Penrod*." (Aug. 20—\$2)
- MAN MADE THE TOWN**, by Ruby M. Ayres. A debutante's thrilling search for love. The kind of story every girl would like to live. Should pay even better than *In The Day's March*. (Aug. 20—\$2)

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Reducing or body-building exercises  
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TO BE PUBLISHED SEPTEMBER 15



# KERWIN ON CONTRACT BIDDING

**THE OFFICIAL SYSTEM**

BY MADELEINE KERWIN

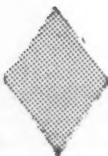
Author of *How to Bid Contract in 1931, etc.*

KERWIN ON CONTRACT BIDDING—THE OFFICIAL SYSTEM is the first work to be written after the Advisory Council of Bridge Headquarters, of which Mrs. Kerwin is an active member, completed its final deliberations on the system and approved its final draught. The plain terse terms in which Mrs. Kerwin writes, the entire absence from her exposition of padding, persiflage and problems, give her a unique place among writers on Bridge. Her book renders it possible for the beginner to grasp, as readily as the most advanced Contract player, the simple essentials of her advice and instruction on this fine system—of which it is predicted that its use will soon become universal.

Mrs. Kerwin was the only woman invited to be a member of the imposing group of experts who developed the Official System. She is President of the Associate Membership of the American Bridge League, Chairwoman of the Women's Auxiliary of Bridge Headquarters, a member of the Knickerbocker Whist Club, and a charter member of the Cavendish Club, both of New York and known throughout the world for their high standards of play. She is also an honorary member of Crockford's and Almack's, the leading mixed card clubs of London.

READY SEPTEMBER 15

PRICE \$1.00



THE CENTURY CO.

353 Fourth Ave.

New York City

*Publishers of The New Century Dictionary*



PUBLISHED SEPTEMBER 2nd. Price \$1.00

# 1-2-3

## Sidney S. Lenz's book on THE OFFICIAL SYSTEM OF CONTRACT BIDDING

### Explanatory Note:

THE Official System of Contract Bidding is an attempt on the part of most of the leading bridge authorities\* of the country to make one universal system that is easy to understand and that wins more rubbers than any other.

We believe the experts have evolved a pretty near perfect system.

This system is here explained by Mr. Lenz who is one moving force of the bridge authorities. It is interesting to note that The Official System is virtually the system that Mr. Lenz has been advocating for the past year.

We will push this book by our own advertising. In addition, The General Electric Company has just retained Mr. Lenz to conduct a \$30,000 Prize Bridge Contest which will be advertised weekly to 10,000,000 readers. In order to compete successfully one must know the 1-2-3 System.

We believe strongly in this book both as a good book in itself and as a piece of merchandise.

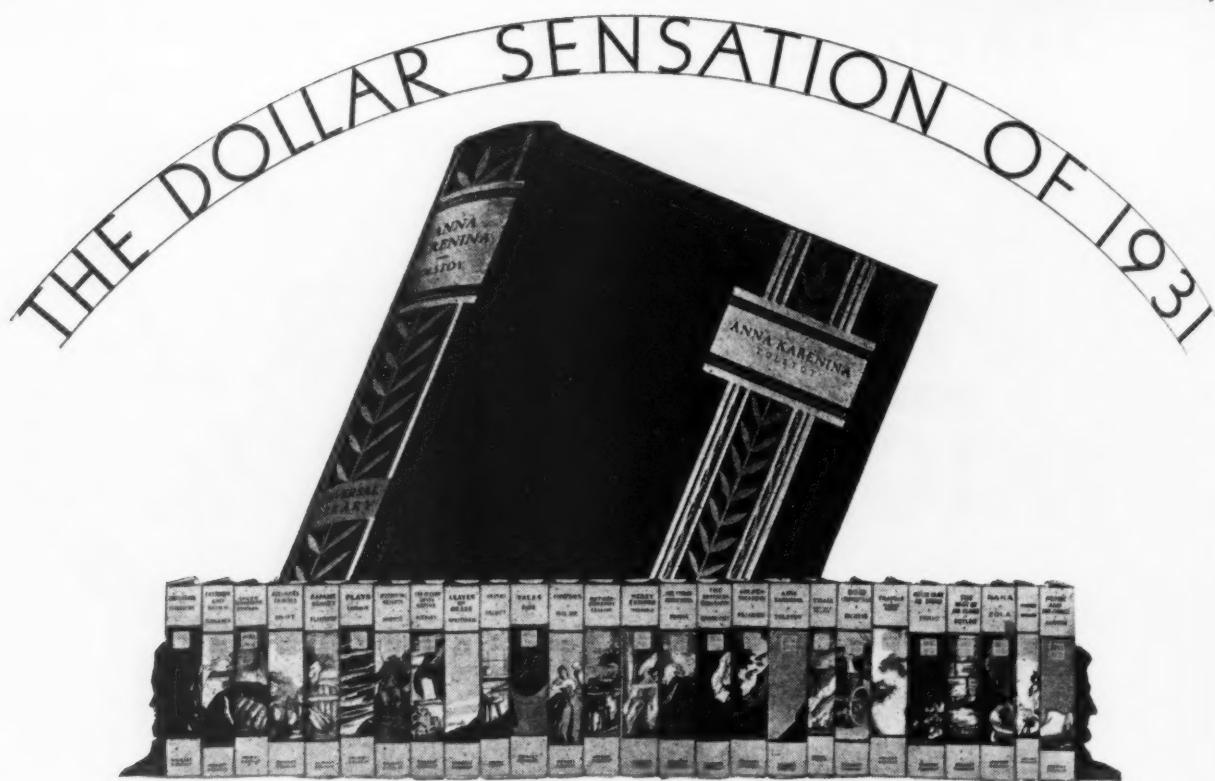
— SIMON AND SCHUSTER

\*They are:

Mr. Charles T. Adams  
Mr. Shepard Barclay  
Capt. Fred G. French  
Mr. Henry P. Jaeger

Mrs. Madeleine Kerwin  
Mr. Sidney S. Lenz  
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26 Titles. More in Work

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# SELLING NAMES

*You can't get away from the fact that in these uncertain times sure-fire authors are the safest ways of getting sure-fire sales. We are not asking you to gamble, when we advise you to bank heavily on these six names:*

## **WILLIAM GIBBS McADOO**

His **A TENDERFOOT IN POLITICS** is the record of an active and successful life, a modest, humorous and engaging narrative. McAdoo started life as a poor boy in Georgia and came to be the Secretary of the Treasury in Wilson's cabinet. Illustrated, \$5.00 (Oct.).

## **MARGARET AYER BARNES**

Her **WESTWARD PASSAGE** is the story of a twice-married lady and the five days she wavered between the husband that had loved her not wisely and the one that had loved her too well. Although it should appeal to the same readers who liked **YEARS OF GRACE**, the two novels are quite dissimilar. \$2.50 (Dec.).

## **OLIVER LA FARGE**

His **SPARKS FLY UPWARD** is the story of a Man and a Revolution in the days "when war was courage and brave deeds, and death came like a medal to be worn." The author of **LAUGHING BOY** takes for the background of his stirring new novel Central America in the 1850's. \$2.50 (Oct.).

## **RAFAEL SABATINI**

His **SCARAMOUCHE THE KING-MAKER** is a splendid historical romance, built about the dashing person of the most famous Sabatini character. \$2.50 (Sept.).

## **JOSEPH HERGESHEIMER**

His **SHERIDAN: A MILITARY NARRATIVE** tells the dramatic story of a poor grocer's clerk in a Middle Western town who came to be a general of international fame, and who sat between Bismarck and the German Emperor at the Battle of Sedan. Illustrated. \$4.00 (Sept.).

## **BERNARD FAÿ**

In **GEORGE WASHINGTON: REPUBLICAN ARISTOCRAT**, a famous French scholar continues his brilliant interpretation of the Revolutionary Period begun in **FRANKLIN, THE APOSTLE OF MODERN TIMES**.

**HOUGHTON MIFFLIN COMPANY**

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by DOROTHEA YORK

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*The Life and Death of La Salle*

by FRANCES GAITHER  
*author of The Painted Arrow*

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The following books by outstanding authorities on the Culbertson System of Contract Bridge will be published early this fall. Watch the Book Trade journals for complete details of publication.

**Plays, Leads, and Echoes in Contract Bridge**, by Ely Culbertson. A companion volume to "Culbertson's Summary."

**High Lights of the Culbertson System**, by Theodore A. Lightner.

**How to Play the Culbertson System**, by Lelia Hattersley.

**Forty Hands Illustrating the Culbertson System**, by Elizabeth Clark Boyden and Mrs. Prescott Warren.

**Duplicate Contract**, by Ely Culbertson and Lieut. A. M. Gruenthal.

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# RED-HEADED WOMAN

by KATHARINE BRUSH

*Author of YOUNG MAN OF MANHATTAN*





## *Red-headed woman—*

She was a watchman's daughter. She ran around with the bootlegger, the taxidriver, the caddie master. Men looked at her and said "Boy!"

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At twenty she started typing for the son of the richest man in town. She took him away from his wife in eight months flat.

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## *Red-headed woman—*

She went to New York. Men looked at her and said, "Boy!" . . .

*Published October 3rd, \$2.00*

# RED-HEADED WOMAN

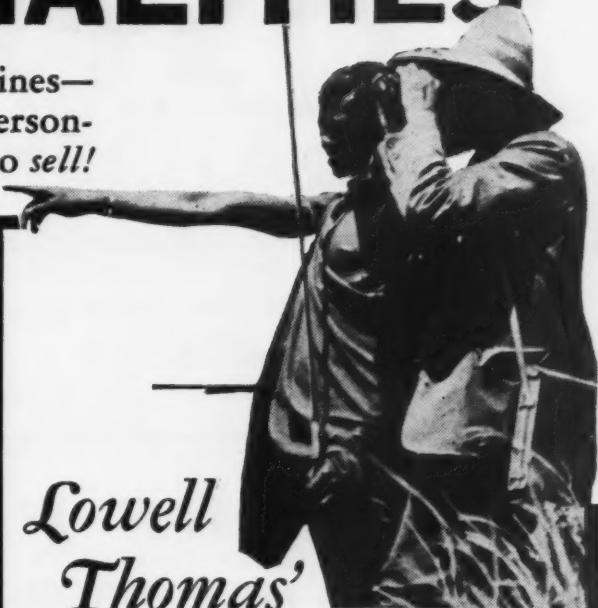
by KATHARINE BRUSH

*The autumn's best seller to follow  
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He's done everything under the sun. His life is 100% thrilling. He's Lowell Thomas' best discovery since Count Luckner. Illus. Sept. 24—\$2.50.

## THE REAL McCOY

by Frederic F. Van de Water

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DOUBLEDAY, DORAN

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With an Introduction by COSMO HAMILTON

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Letters must bear a postmark on or before September 30th. Prizes will be awarded October 31st.

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than does Bryce's *American Commonwealth* in relation to the United States."

The New York Times calls MEXICO AND ITS HERITAGE: "A mass of information, much of it presented in attractive form, which no student of Mexican affairs can afford to overlook—in fact, it is indispensable to him."

The New Republic says: "The most successful attempt toward explaining Mexico available in print. Nothing like it is known to this reviewer, either in scope or content."

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.... wrote Captain Orrange Oakes to his old friend, Kit Wren (Sir Christopher).



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DOUBLEDAY, DORAN

# The PUBLISHERS' WEEKLY

THE AMERICAN BOOKTRADE JOURNAL

NEW YORK, AUGUST 29, 1931

## More Sales Per Salesperson

*A Merchandising Expert Believes That Booksellers in Hiring Salespeople Do Not Sufficiently Insist on Selling Ability*

Ruth Leigh

TO booksellers wondering how they can cut down overhead expenses, and still maintain last year's volume, this question is proposed: Are bookshop salesmen as productive as they can be? In other words, is there enough sales and service from each individual member of the staff? I do not emphasize this point to stimulate hiring and firing, but rather to urge every bookstore proprietor to reflect seriously on the question of whether his shop is getting the most out of the present staff. From my visits to bookstores around the country last year, I am convinced that in the greater productivity per salesman lies one way of increasing sales this fall. Or, putting it another way, I believe that the average bookstore, by eliminating signs of inefficiency and indifference that sometimes pass for retail bookselling, can considerably better its situation.

It has been my observation that one reason why some bookstore salesmen are not more productive is that they are not, in the first place, hired with enough consideration of their real fitness for the job.

Do booksellers ever study their sales-force objectively, through the eyes of an average customer? I find that so many booksellers grow accustomed to their staff, that they will often, because of the familiarity of loyalty and long service, overlook faults that, to customers, must prove annoying. I remember a Pennsylvania bookseller telling me, as we watched one saleswoman: "That girl's not much on

selling, but she's the dandiest stockkeeper I ever had." Evidently, she was. As I watched her "selling," I saw that she resented her customer's handling the books because it disturbed her neat stock arrangement. As fast as a customer picked up a book and laid it down, that girl was after her, putting the book away. Occasionally, she offered a comment that passed for selling, but it was obvious that she resented the presence of a customer who dared to upset her faultless stock arrangement.

I believe that salespeople in bookstores are not productive because booksellers do not exact from them the high selling skill that is demanded in other types of retail stores. In a large bookstore in Connecticut, for instance, I watched a young woman lose sale after sale. Later, I asked the manager of that store whether she was, in general, a profitable saleswoman. He conceded: "She really isn't exactly my idea of a good book saleswoman, but most of the bookstores in town (a college town) hire that type of smartly dressed young college girl with social background. She doesn't sell many books, but at least she makes a good impression on customers, and she knows enough about the stock to be able to hand out a book that a customer asks for."

Admirable as this may appear, I wonder if this point of view does not explain one reason why many bookstores are not more profitable. In many types of stores, par-

ticularly department stores, a young woman, no matter how desirable her social standing, would not be tolerated if she did not sell enough goods to justify her salary. Merely being able to hand out books that customers ask for is not, I contend, adequate justification for retaining any young man or woman on a payroll. In an attempt to reduce store overhead expenses, I believe every bookseller would do well to re-evaluate each sales person with a critical eye, and if her job is selling—and selling only—to ask himself frankly: "Is she really worth the salary I am paying her?" Even if she is drawing a small salary—and book salespeople's salaries must necessarily be small—unless she produces in dollars and cents enough sales to justify her fifteen or eighteen or twenty dollars a week, is she not just more "dead-wood" to add to store expenses? Would it not be better to hire someone else more productive?

I have talked with many booksellers regarding salespeople and the qualities they demand in hiring, and it seems to me that they are not sufficiently insistent upon selling ability in salespeople. This sounds paradoxical, but it explains the hundreds and hundreds of intelligent, attractively mannered salespeople in bookstores—book-lovers, most of them, but without an atom of selling skill. One bookseller says: "I hired Miss Jones because she has 'a following.'" Another: "Miss Arthur has social distinction in town; she knows most of the wealthy people." Some booksellers say: "I engage my salespeople for their education, literary background and because they love books." All this is clear enough to an outsider visiting a bookstore, met by well-dressed, smooth-voiced young men and women with a literary patter and a superiority complex that disturbs many simple customers. In fact, the comment I frequently hear, in talking with customers about bookstore salespeople: "They're so snobbish."

It is precisely this haughty attitude toward the buying public, the superior nose-in-the-air attitude that laughs at the mistakes and ignorance of customers that makes me wonder whether it would not pay some bookstores I have visited to hire salespeople who understand human nature, likeable, willing young people, with an earnest desire to please customers—even if they have less literary background. Perhaps

this sounds heretical. It seems to me, however, in these days when sales are so hard to make and customers equally hard to keep, if I were hiring a saleswoman, I should place first emphasis upon personality and willingness to please. To be sure, I would much prefer to have a college-trained young man or woman with cultural standards and a love of books, but if it is not possible to combine these with selling skill, I should place greater emphasis upon the latter. It is my observation that bookstores in this country have entirely too many salespeople who love books but who are really quite indifferent as to whether or not they sell them. I cannot possibly see how it can pay any store to have college-trained men or women on their staffs, if this training is not translated into making profits for that store. That—and that only—should be uppermost in the mind of anyone engaging selling help for a bookstore.

As a further means of helping booksellers to get more out of their salespeople, a stimulating list of questions is offered. This list will help you check up on the efficiency and productiveness of your store personnel. It was prepared by a store expert who has great skill in diagnosing "sick" or unhealthy stores and departments, putting his finger on the weaknesses. As you go down this list which I have adapted for bookstores, it will be interesting to see how your store's staff measures up:

1. Are your salespeople productive?
2. Will training increase productiveness?
3. Are they instructed in the elements of salesmanship?
4. Are your salespeople making suggested sales?
5. Can you get better salespeople for the same money?
  - a. Would a higher wage scale by attracting more capable salespeople prove economical?
6. Is their present system of remuneration stimulating to the best efforts?
7. Are salespeople kept informed about new books and given all the selling points?
8. Do they know how to display books?
9. Do they see all the new books as they come in?
10. Do they read all your advertising and mail order material?

11. Do they keep abreast of the times by reading trade journals and books?
12. Are they given opportunity to get the fresh outside viewpoint of publishers' salesmen?

One keen executive believes that store owners do not get more out of their salespeople because they do not take them sufficiently into their confidence. Even in small stores, where this is a simple and logical thing to do, it is rare to find a store spirit that prompts proprietor and store staff to sit down once a week to talk frankly over store problems. I often wonder at this, because some of the most practical suggestions about store arrangement, merchandising and sales promotion come from the staff. In a New England store,

a young saleswoman showed me an extraordinarily clever sales promotion plan that she had written out in a notebook. I asked her why she did not tell this to the manager of her store. "Oh, he never asks me about anything," she answered bitterly. "He doesn't think anyone in the store knows much." It may seem too obvious to mention, yet many a bookseller is missing a fertile source of ideas by neglecting to call his staff around him, say, once a week, for the general exchange of suggestions and experiences.

All this may not be new to many booksellers, yet many of our most serious economic difficulties today are the result of our overlooking some of the simple, old storekeeping fundamentals.

## College Bookstore Association's 9th Convention

August 3-6, 1931, Salt Lake City, Utah

DURING its nine years of existence, the College Bookstore Association has not had the honor of being welcomed by both a governor and a mayor of a great state and city. But on August 4, Governor George H. Dern, of Utah, and Mayor John F. Bowman, of Salt Lake City, with typical western hospitality welcomed the eighty-five delegates and visitors at their annual convention. Mayor Bowman, recalling his college days at the University of Chicago, wanted to know if it were necessary to buy as many books now as it was twenty-five years ago.

President Ward G. Biddle in his report spoke of the joint conventions with the American Booksellers' Association from 1923 to 1929, and of the plan adopted at the Boston meeting in 1929 for separate conventions for at least part of the time so that the college association could meet at some university campus. He spoke also of a joint conference at Philadelphia this spring between members of the executive committees of both associations which discussed the possibilities of closer cooperation between the two groups.

Among the recommendations of these

two committees, as reported by Wilbur E. Pearce, of Rochester, N. Y., were joint arrangements regarding dues; annual conventions; publication of the Bulletins; and the following:

Operate a satisfactory book exchange.

Obtain for college bookstores a discount on all books similar to that given retail trade bookstores. Elimination of college departments would accomplish this.

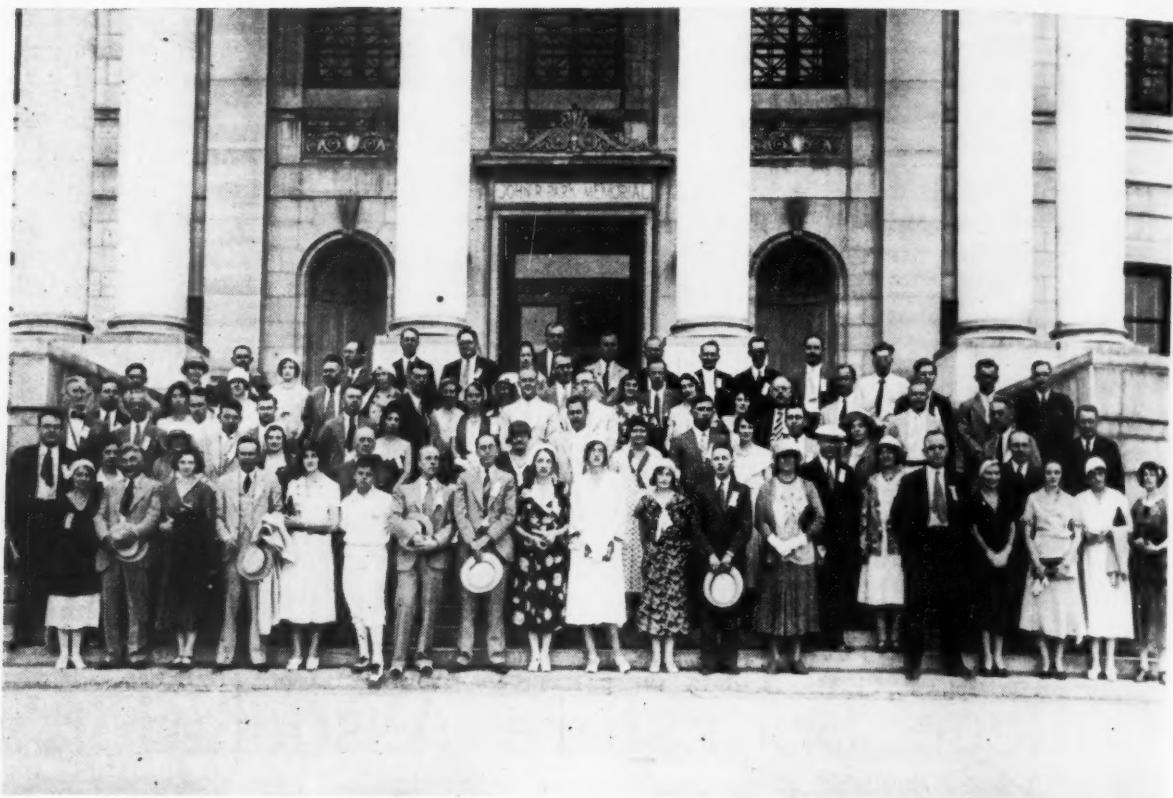
Extension of return privilege period and granting of returns on basis of gross business rather than on each title.

Elimination of sales at a discount by publishers to any one other than the recognized bookstore if purchase is made for resale.

Elimination of two list prices on same book—one trade and one text.

Granting of 2%—10 days discount on all stock orders.

A most interesting talk on "Our Bonus Plan for Employees" was given by Welford R. Morton, of the University of California Bookstore, Berkeley. He described the scheme as being mutually satisfactory for both employee and employer. This plan provided for a division of the



*Delegates from all parts of the country were in attendance. This group picture was taken on the University of Utah campus*

profits to employees who increased profits of their department over the average profit of the past four years. As an example for the fiscal year ending May 31, 1931, in the Social Stationery department, the details of the plan are as follows:

Profit for above period . . . . .	\$7,490.07
Average profit over 4 year period . . . . .	\$5,997.48
<hr/>	
Increase profit over average period . . . . .	\$1,429.59
25% of increase profit . . . . .	373.15
Dividend as follows: 4 employees 10% plus equal division of balance for Dept.	
Manager . . . . .	\$121.27
Three employees each 83.96 . . . . .	251.88
<hr/>	
Total bonus . . . . .	\$373.15

Such general overhead items as rent, heat, light, etc., are not charged to the department.

Malcolm McClain, of the University of Oregon, related how he built a nice business in "Old Books, Prints, and Etchings" at his farthest western store in Eugene.

A year ago Mr. and Mrs. McClain spent a vacation abroad at which time they made the initial purchases to inaugurate this new department.

Other talks that contributed to a successful convention were "Merchandise Control" by J. A. Johnston, of the University of Utah; "Cooperative Buying of the Western Institutional Stores," R. M. Stager, of Stanford University; "New Store Layouts" by J. E. McRae, of the University of Washington and Joseph Juneman, of the University of California at Los Angeles; "Our Mimeograph Department" by Paul Irvine, of Oregon State Agriculture College, Corvallis.

The entertainment features of the convention were unique and were planned by Siebert W. Mote, manager of the University of Utah Bookstore, with the assistance of Mrs. Mote, and Herald R. Clark, of the Brigham Young University Store, at Provo. Among the features were bathing in the Great Salt Lake, a trip through the Bingham copper mines, motoring in the picturesque canyon of the Wasatch Mountains, up the historic "Emigration Canyon" to Pinecrest Inn for dinner and dancing. At the Tuesday luncheon Thomas

Hull, secretary of the Board of Regents of the University of Utah gave an interesting talk on "This is the Place—The Story of Utah," and at the Wednesday banquet Professor F. L. Pack told "The Romance of Local Geology."

As guests of the University of Utah the final meeting of the convention was held high in the mountains at the Alpine Summer School of Brigham Young University. During the complimentary luncheon given by the B. Y. U. that preceded the business session, a short address was made by President F. S. Harris. An exciting incident of the 100-mile auto trip to Mount Timpanogos and the Alpine Summer School was staged by Jeff Coleman and Paul Malone, of the University of Alabama

Bookstore, who, after having missed the caravan, chartered an airplane and overtook the party half way up the mountain.

The following officers were elected for the coming year: Ward Biddle of the University of Indiana, re-elected president; Wilbur E. Pearce, University of Rochester, 1st vice-president; M. F. McClain, University of Oregon, 2nd vice-president; Mary V. Kagey, Randolph-Macon, Virginia, secretary; Harold Smith, University of Minnesota, treasurer.

Following the close of the convention a number of the delegates left for a tour of Yellowstone National Park. Others journeyed to California, Oregon and Washington to visit various Pacific Coast bookshops.

## In and Out of the Corner Office

ONE of the best opportunities to get a picture of the "good old days" in publishing is when we have an office visit from Frank Reilly of Chicago. Mr. Reilly began business with the old firm of Werner in Chicago, which at that time had two floors in the Rand McNally Building as well as a manufacturing plant in Akron. Over 500 people were in their employ. They had recently taken over the textbook business of Porter & Coates of Philadelphia, and Billy May, the frock-coated salesman of Porter & Coates, had come along with the business. Connected with the office was Alex Belford, son-in-law of Andrew McNally, and, in Mr. Reilly's estimation, one of the geniuses of American publishing. It was he who first conceived the idea of putting books in department stores on a commission basis and who persuaded many stores that such a department would be an asset and an advertisement for their business. It was Mr. Belford, too, who in combination with the two brothers Clarke, made reprints of the ninth edition of the Britannica, a business which was taken up by Werner in tens of thousands of sets at \$1 a volume and distributed over the country.

One of Mr. Reilly's first enterprises for his firm was to buy a set of Bible plates in St. Louis and bring them back to Chicago for printing. He had great difficulty finding a binder who could handle the circuit

edges, but, having produced 3000 copies, they were all sold within a month. On showing the facts and cost sheet to Mr. Belford, he was told to go ahead and manufacture 10,000 more, "and," said Mr. Belford, "we want some more books by the same author." Mr. Reilly was seriously ill during the spring, but is now his vigorous self. \* \* \*

E. H. Ziegler, who covers Rochester, Detroit, Cleveland, and Chicago, for Doubleday, Doran, just back from a selling trip, confirms what Melville Minton told us last week. Booksellers are increasing their stock orders. Stocks have been so low that there was no place to go but up. Now, many novels seem to be enjoying a longer life. "Water Gipsies," "Grand Hotel," "Imperial Palace," "Cakes and Ale" are examples of novels of last year that are still selling along with the newer novels. But the more curtailed buying of the bookstores has made a difference in the habits of traveling men. All through the east, the traveler now makes frequent trips, instead of the semi-annual visit of a few years ago, when the buyer would check over his needs for stock. No more does the traveler take his trunk and invite the bookseller to his hotel, or, at least, the custom seems to be passing. Now the traveler makes more frequent trips, with a suitcase of books and takes them to the bookshop.



Kitty Ives Coleman, who promotes books in Arizona

We asked John Farrar, of Farrar and Rinehart, his impressions of the fall season, one day this week. "Much more promising than last year," he says. "Whether things are really any better or not, it is hard to say. But most people seem to have recovered somewhat from the shock. Last year, there was more indifference; this year people are interested." David Bramble reports that business is better on the Pacific Coast. "But," Mr. Farrar adds, "We have a much better list, this year." ♦ ♦ ♦

Mrs. Marcella Burns-Hahner, well known to all booksellers as well as publishers as director of the book business of Marshall Field & Co., has been steadily recovering from the illness which has kept her in the hospital all summer, and will be back at her home, though not at business, by the first of September. ♦ ♦ ♦

Arizona, once the wild and woolly, promises to become one of the flourishing book states. Despite the depression book sales in this state show an appreciable increase. This is undoubtedly due to an extensive book publicity program much in evidence for the past three or four years. The guiding spirit in this publicity program is Kitty Ives Coleman of Phoenix where she edits, unpaid, a monthly journal of 16 pages called "Something About Books: Book Notes and Library News." This journal is circulated among the schools, clubs, Parent Teacher Councils, libraries.

It is a non-profit magazine and has the support of Little, Brown, Macmillan, Scribner, Stokes, Doubleday, Harper, Lippincott, Appleton, Farrar & Rinehart, Lothrop, Lee & Shepard. Practically all the big time publishers have been friendly. "Arizona," says Mrs. Coleman, "is a wide-open book field and should become a good book state." Other projects in the Arizona book activity plan for which Mrs. Coleman is directly responsible are: A County Free Library which became a law in 1929; the sponsorship of a state wide reading contest for children by the Literature Division of the Arizona Federated Women's Clubs; the Arizona Congress of Parents and Teachers for the current season is sponsoring a movement to improve the small school library. Modest, Mrs. Coleman insists that she is "just a missionary" and says that the support received from publishers and state organizations have made the work possible. ♦ ♦ ♦

R. B. Moyer who handles book advertising in the New York *Herald Tribune* is seriously ill with pneumonia. In his absence from the office, book advertising will be handled by J. H. Apeler. ♦ ♦ ♦

Ernest Dawson is back in his Los Angeles shop after a seven weeks' holiday, three weeks in Hawaii and a month with the Sierra Club, climbing some of the difficult peaks of the Sierra Nevada in California. Business has kept up well, Mr. Dawson reports. Catalogs have brought in good business from all over the country. Geraldine Kelly of the Dawson Bookshop is still abroad on a buying trip which has covered England, Italy, France and Germany, but many of her purchases have been received and are selling well. Los Angeles booksellers, in spite of a rather poor summer, are looking forward to an active fall season. Mr. Dawson tells us of a new book racket. Some months ago about \$3,000 worth of rare books were stolen from the Dawson bookshop. The books were so thoroughly advertised that the thieves found there was little chance of selling them. Through an attorney they made overtures to return the books for \$300. Reluctantly Mr. Dawson agreed. The police say that this is a racket often worked in the jewelry business but a new one to them in this highbrow version.

## Clarence Smith's, Rochester, N.Y.



THIS lovely shop on East Ave. has several unique features. The most striking, perhaps, is the double set of front windows. Just inside the front entrance is a wide corridor which connects the Clarence Smith shop with a fashionable glassware and china shop. On this corridor is a wall of glassware and woodwork, shown in the photograph above, which provides the shop with a second set of display windows. Two doorways lead into the book and stationery departments. The

woodwork of the shop is Gothic in design. Several reading shelves were carefully copied from originals in the Bodleian Library. A Rochester artist made for the shop several quaint carved wood figures which are perched on top of the low dark wood divisions between various departments of the shop. These suggest the mediaeval figures in choir stalls and carry out the Gothic atmosphere. The shop is bright and gay with book jackets, which show up well against the dark woodwork.



# THE Publishers' Weekly

The American Book TRADE JOURNAL

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*I HOLD every man a debtor to his profession, from the which, as men of course do seek to receive countenance and profit, so ought they of duty to endeavor themselves, by way of amends, to be a help and ornament thereunto.*

—BACON.

## Control of Output

THE problem of excess of output seems to be the chief problem of almost every industry, not alone wheat, cotton and crude oil but books and other merchandise. The Governor of Oklahoma has closed down oil wells by martial law, the Farm Board has proposed that every third row of cotton should be plowed up, and a newspaper in Dayton has proposed that bags of wheat should be given out to families to use as cereal or to be ground up for muffins. The drug store windows have bulged for two years with remainders, indicating that the presses of book publishers had been running too fast, and reports from bindery lofts indicate that this situation has not wholly been cured.

When overproduction mounts up, it becomes not only the problem of the individual publisher and his investment but the problem of the whole trade, as was very clearly indicated last year. An over-supply of remainders in the field does not simply mean losses to the publisher who has to sell them but means a clogging of the whole book distributing machinery and thus a handicap even to publishers who have not had remainders to sell. With

## The Publishers' Weekly

the industry all over the country seriously facing this situation, it would certainly seem in order for book publishers as a group to give most careful consideration to the problems of production control.

Needless to say, this subject is of vital interest to authors, because with too much remaindering an author may be represented on the book counters by a remaindered book with no royalty, competing with his new book from which he is expecting his income. Recently a librarian wrote to us that there was a certain group of books he did not expect to buy until he found how many could be found in the remainder catalogs and displays. Buying for a winnowed library list the number of titles that actually get to the counters is comparatively small, but on each purchase of that kind the library is supplying to its many readers a book on which the author has not received a cent and on which the publisher has received nothing toward the cost of his necessary overhead.

Remainders became a menace when the supply glutted the market, when some books appeared on remainder tables within twelve months of publication and when some supplies were manufactured for the purpose.

The Joint Board of Publishers and Booksellers is giving close attention to all aspects of this situation and their findings are likely to clear the atmosphere considerably.

## Planned Business

IN more ways than the public generally appreciates, book publishing is a planned business. Publishers do not write their own books, but they do conceive where the markets lie, visualize the types of books needed, and select and work with the authors who can best fill those needs. This, of course, does not apply to creative literature in its highest sense, but there are few types of books that cannot be written better if the authors can feel assured that there is a real demand for what they are doing.

In no field of publishing has this possibility of planned publishing been more carefully and successfully carried out than in the field of children's literature, and many believe that other departments of publishing

## Lost Markets

might well profit by the experiences of the children's book departments, experiences which indicate that careful study of the real demands and intensive effort to fit the product to the needs can make for more healthy and more successful publishing.

Besides the publishers' records of demands as found in their sales of present and past years, there has been a growing appreciation of the importance of the laboratory work that is carried on year after year by the children's librarians and, more lately, by the school librarians. These professional students of children's reading habits are close to the children themselves and far more observing than parents as to what are the child's own likes and dislikes. This cumulative information from bookshops and from libraries gives to the publishers an indication of where new needs are felt, where children's tastes are tending, which illustrators are successful, and which authors are creating for themselves a wider public. It would be impossible to comment on American book illustration without thinking at once of the children's book field.

Perhaps at just one point the planning of children's book publishing still suffers from an unsolved problem. That is, the problem of spreading sales and production over the year. The publishers' association has studied this problem assiduously, and has made considerable headway in encouraging the display and sale of children's books in other seasons than those of the fall and Christmas, but after all these efforts the last four months of the year are still by far the busiest, and it is impossible for the publishers to do otherwise than to plan the larger part of their production for this season. This at least has the effect of helping to dramatize the fall interest in children's books, to bring parents and children to bookshops with fresh interest, and to put the product on display at the time when the bookseller has the long winter months of selling to develop his outlets and to find new customers among parents and children. Certainly those who are immediately connected with the production of books and their sale in retail stores look on the fall months as the time of the greatest delight and personal pleasure.

**W**E have in mind a city of slightly less than 100,000 population with a well-known educational institution and thoroughly literate population. The only bookstore in the town has its chief interests in its stationery department and newsstand. The only department store that carries books has about one counterful. There are numerous bookstalls about town selling magazines and a few books. This is the entire opportunity presented to a thoroughly literate population to buy books. The public library, for its part, has a book buying budget, including periodicals, of ten cents per capita, approximately \$6,000 for books.

This picture is not painted as an indictment of any city. It is presented as a suggestion to publishers that there are many things in book distribution that will not cure themselves. Book publishers often say to booksellers, "There's a lot more business in your town if you'd only go out and get it. The trouble with you booksellers is you don't really try to take care of the business. You're overlooking many potential buyers." In this case the detached observer may turn to the publisher with such a picture in mind as that given above and say, "Are you sure that you do not overlook potential markets?" No single publisher can attack the situation of such neglected cities, but certainly when some cities furnish a book outlet for as much as \$1.50 per capita through bookstore purchase, others of similar size should not sink so low as twenty cents per capita or thereabouts. Is it not possible that the American publisher owes a duty to the country and to the book business to make a systematic check-up on situations like this to find what the answer is?

### CHILDREN'S BOOKS FALL SURVEY AND INDEX

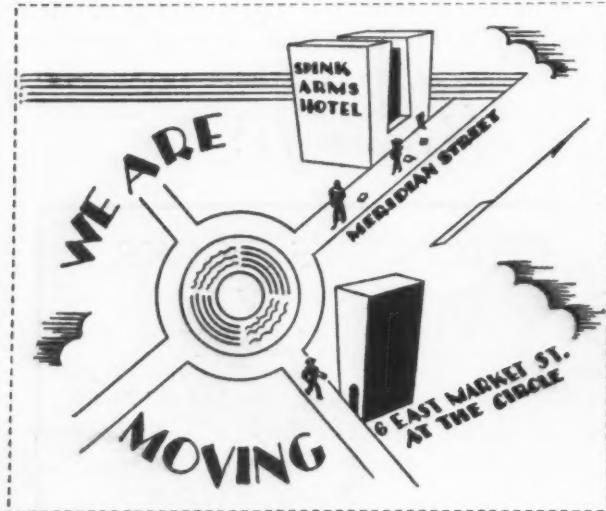
*A complete index of all the season's new books for children of all ages with discussions on the new trends in this field will be found on page 814 of this issue.*

## Sales Notes

**B**OOKS FOR THINKING AMERICANS" are making a seductive appearance in one of the Putnam Bookstore windows this week. Morris Ernst's just-published "America's Primer" and C. Delisle Burns' "Modern Civilization on Trial" occupy the center of the stage. This feature combination is a happy one. "America's Primer" has a vivid red and blue illustrated jacket, while Burns' book sports a handsome blue binding and a red jacket. The latter book appears both with and without its jacket. The color contrast thus effected is excellent. The black background and black mat upon which this center display is set bring out the color sharply. A black on white lettered sign announces these titles as "Books For Thinking Americans." To right and left are smaller groups of complementary titles such as "Behold, America," "The Nemesis of American Business," "The Epic of America," "America the Menace," "Modern Economic Society," etc. The display is a long one, rather than a tall one. The books are not piled high. This we found to be pleasant, as did some two dozen other gazers who crowded around us, thinking.

• •

The Meridian Bookshop's (Indianapolis) little pamphlet announcing its removal on September 1st from the Spink Arms Hotel



*The cover of the Meridian Bookshop's moving announcement*

to 6 East Market Street, "within flirting distance of the Circle," the city's fashionable shopping district, is one of the most attractive we have seen. The cover of the pamphlet is here reproduced. Inside, the general announcement, lightly written, is headed "A Corner in a Circle" and is built around the idea, "They have been telling us so often that prosperity is just around the corner that we determined to find out which corner it is."

• •

Most bookshops have a bulletin board in one form or another. But the most successful ones seem to be those which feature newspaper pictures of authors, publishers' author-brochures, anything illustrated. A simple newspaper clipping or news-story, without illustration, is after all pretty dull. And people won't stop to read a whole book review page, no matter how strategically it is placed. The liveliest and most read bulletin we've yet seen was literally plastered with authors' pictures out of newspaper rotogravure sections, colorful book jackets tied up to complementary news-stories, publishers' illustrated publicity stories, etc., along with some publicity about the shop itself.

• •

Roy D. Collyer of the Palo Alto Book Shop writes us that when he found that the canvassers for the Literary Guild were covering his town with special price inducements to buy books through that channel, he promptly inserted a two-column advertisement in the local paper for a week. The advertisement stated "Be deaf to book club solicitors. Your home bookshop can serve you well. Any proposition offered you will be met by us and you can select your own books." He then followed this up with a leaflet which accompanied every monthly statement.

• •

Norman A. Hall, whose bookshop is in Newton, Massachusetts, a suburb of Boston, has discovered that occasional catalogs can be made to pay for themselves through designing them for new collectors as well as more experienced customers. For instance, a recent folder entitled "Books



An example at Charles E. Lauriat's (Boston) of what can be done in the way of a window on yachting books. The book featured is Boardman's "Yacht Racing"

"Worth Talking About," contains at least six concrete suggestions as to new fields or old ones not yet become high-priced. Some of these include Christmas books, detective stories, juveniles, famous poems. A catalog of this kind makes an excellent mailing piece to be sent to new or good customers whose purchases suggest they might become interested in collecting. Mr. Hall has devised a new kind of format particularly attractive to new collectors. The main body of the text is a running comment about various books, explaining their points and particular interest. Along the left margin these are given numbers in regular sequence, while at the right on corresponding lines appear the prices. This plan is valuable because if the customer wishes to order by mail, he has only to turn to the back cover and set down on the detachable order form the numbers of the items in which he is interested.

\* \*

Hot summer days may not be the dealers' best friends, but no scientifically refrigerated moving picture palace ever looked cooler or more inviting than De-Wolfe & Fiske's window throughout a sweltering week in mid-August. The display was given to Phyllis Bottome's

"Devil's Due," a novel of love and winter sport in the Austrian Tyrol. The jackets depicting snow-capped mountain peaks, dark fir trees and endless ski-tracks created a veritable illusion of a refreshing Tyrolean landscape.

\* \*

You wouldn't think that fish-nets would have much of a place in a bookshop. But Mabel Jettinghoff of the Doubleday shop in the Pennsylvania Station, New York City, buys two large nets each year. She gets them from a man down near the Battery and uses them to bundle up the books which are displayed in stacks on small stands just outside the shop's door, in one of the main concourses of the station. Before she thought of using fish-nets to protect these displays, Miss Jettinghoff had to stand large losses from passers-by who took a fancy to the books displayed and simply sneaked them into brief-cases, etc., and walked on without paying. The fish-net idea has been very effective in cutting down these losses, but every once in a while some evil-minded wretch will slit the nets with a razor or something and escape. This doesn't happen very often, however. The nets cost about \$2.50 apiece, and are worth it.

## Customers' Choice

THE career of George Davis's first novel "The Opening of a Door" is striking. Runner-up to the *Harper* Prize novel "Brothers in the West," it received an ecstatic review in the *New York Times* Book Review of August 16. The review was illustrated with one of the most appealing author-photographs on record. On Monday people literally came flocking into New York shops and bought out two editions of the book. In 72 hours after publication date the publishers were out of stock. They have been out of stock most of the current week.

\* \* \*

As far as we can discover the extraordinary flare of interest which this book created must be traced directly to the *Times* review and its picture. Few booksellers originally ordered more than two or three copies. Many did not order it at all (it was in most instances regarded as a dark horse) and all have since been spending a lot of time and effort in trying to get hold of copies here or there for demanding customers. The publishers obviously did not expect such an immediate response. And it seems unlikely that the words of a reviewer alone would have had such a powerful influence. The whole case of "The Opening of a Door" seems to us to be a supreme example of the drawing power of a good-looking picture of a good-looking author, complemented, of course, by an enthusiastic review.

\* \* \*

This deduction seems to be further supported by the fact that the most unlikely people bought or wanted to buy the book. Sophisticates, conservatives and people who acted as though they had never been in a bookstore before—all asked for it voluntarily, without prompting.

\* \* \*

Not so long ago publisher William Farquhar Payson told the *New York Times* that the business depression is having a marked effect on reading tastes, causing a new and strong demand for works dealing with art, biography and interna-

tional relations. We went around to Scribner's and Weyhe's shops to find out what they thought about the current market for art books. Scribner's says, "Yes, we are always selling art and architecture items." The shop devotes one window to the display of these and reaps steady sales.

\* \* \*

Weyhe's at 794 Lexington is New York's art book shop par excellence. Here the most generally popular book is "Art Forms in Nature" by Professor Karl Blossfeldt. It consists of enlarged photographs of plant forms and is one of Weyhe's own publications (\$12.50). Jan Gordon's "Modern French Painters," from *Dodd, Mead*, is a good seller as is Cheney's "The New World Architecture," from *Longmans*. In series of art books, Weyhe has been particularly successful with *Knopf's Modern Art*. "Matisse," "Picasso" and "Modigliani" are the most popular volumes. In this shop we noticed "Men and Memories" displayed conspicuously. It looked convincingly "arty."

\* \* \*

If you are interested in carrying art magazines *Formes* and *Cahiers d'Art* seem to be most in favor.

\* \* \*

Publishers at last have made the discovery that children like to see photographs of things they know. There are a number of such books to appear this fall. Of these, Young Books, Inc., in New York, especially recommends "Peggy and Peter: What They Did Today," from *Farrar & Rinehart*. This consists of excellent photographs of Peggy and Peter getting out of bed in the morning, brushing their teeth, and so on, all in a very real and natural way. An inside fact in connection with this book is that most of the furniture used in the pictures was donated by Marion Cutter of The Children's Center (educational toys and furniture) and The New York Children's Book Shop, Inc.

\* \* \*

The *Sierra Press* of Los Angeles has

had orders on "Mother Goose Rhymes Set to Music" from every state in the Union including Hawaii. A second printing is in preparation. The cloth edition is available at \$1.75. \*

Enid Bagnold's "Alice and Thomas and Jane" (Knopf) is still selling well. It seems to have an adult appeal similar to that of "Alice in Wonderland." \*

The Doubleday shop in the Ritz-Tower is getting an excellent advance on Thorne Smith's new book "Turnabout"; also on Deeping's "The Ten Commandments." This shop is going in heavily for "Thunder Below" (to come shortly from Farrar & Rinehart), believing that it has all the earmarks of a great and glorious best seller. The manager of the shop is still enthusiastic about it and he read it six weeks ago. \*

About the time that Lauriat's acquired the N. J. Bartlett Company on Cornhill, a young Harvard graduate, Merle Colby, was "looking for a job." Being interested in old books and first editions, he became a member of the Bartlett staff and soon made an enviable name for himself in the rare book field. Writing steadily all the while, he had stories accepted for the *Atlantic Monthly* and eventually went abroad to complete a novel, now announced for October publication by the *Viking* Press under the title of "All Ye People." The publishers claim that it has greater sales possibilities than any novel they have ever published. \*

Knopf will publish "Nudism in Modern Life," a new book on the nudist movement by Dr. Maurice Parmelee, in September. Alexander Abingdon, famous editor of *Viking's* "Boners" books, is nobody at all. He isn't Mr. Oppenheimer, Frank Sullivan or Robert Benchley. He was invented so that the title-pages wouldn't look so bare. *Viking* has received 8,274 original Boners from 1631 contributors in 47 states. And that's that. \*

"Shadows on the Rock" has been a best-seller in Philadelphia since publication. It was in the Doubleday shop here that one woman refused to buy the book on the ground that she "didn't like to read books about nuns."



Katharine Brush's "Red-Headed Woman" comes on October 3rd

Katharine Brush will autograph copies of her new novel, "Red-Headed Woman," in Jordan Marsh's Book Department on publication date, which is October 3. Miss Brush will not speak, that being one of the few things at which she does not excel. Serialization began in the *Saturday Evening Post* last week, and the book has begun to pile up a very satisfactory advance. \*

The Channel Bookshop reports "The Good Earth" to be "holding up wonderfully well." This seems to be generally true throughout the city. \*

It is safe to say that during the month of August Willa Cather's "Shadows on the Rock" was the best-selling book in Boston. Cronin's "Hatter's Castle" continues to gain in popularity in Boston. \*

A new and cheaper edition of "Daisy: Princess of Pless" was out August 25th. It's one of the Dutton Book Revivals and retails at \$3.50. On the same day there was another Revival, namely "Girls Who Did," with a new chapter on May Lamberton Becker, Reader's Guide of the *Saturday Review of Literature*.

## Doubleday Enters Encyclopaedia Field

DOUBLEDAY is putting the strength of its imprint into an ambitious undertaking in the encyclopaedia field and is about to publish an elaborately illustrated ten-volume reference book to bear the name of its sponsor, "Doubleday's Encyclopaedia." The work has been under the supervision of Arthur E. Bostwick, the eminent St. Louis librarian, who is well known in editorial circles because of his many years as director of the science pages of the *Literary Digest*. Asa Don Dickinson, Librarian of the University of Pennsylvania, is among those in charge of the work. Mr. Dickinson was the editor of the Doubleday volume on "One Thousand Best Books," and has been the author of many essays on library topics. J. A. Hammerton, editor of "Harmsworth's Encyclopaedia" and numerous other reference works, is another editor.

Special contributions have been made by President Hoover, Elihu Root, William Beebe, John Galsworthy, Sir Oliver Lodge, Henry Ford, to mention some whose names are prominent in the prospectus. The Encyclopaedia will have in all 28,000 articles and 10,000 illustrations. The book will be printed in three colors. The size of the type page is  $5\frac{3}{8} \times 8\frac{1}{2}$ . The maps have been prepared by C. S. Hammond & Company. The retail price is \$59.50 in the buckram binding and \$72 in the aircraft binding. With each following edition the Encyclopaedia will be brought up to date and the firm expects to issue every two years a Year Book so that subscribers to the earlier editions can keep it up to date.

## Brentano's Opens Shop in Altman's

THE Brentano organization, through its Executive Manager, P. L. Dickinson, announces that it has closed the contract with the big Altman department store on Fifth Avenue, New York, to manage for it a large book department which will be directly under the Brentano supervision and will be known as the "Altman-Brentano Bookshop." The department will be on the first floor on the Thirty-

Fourth Street side with additional space on the mezzanine. The Altman store covers a full block facing on four streets, which permits unusual approach by automobile direct from the residential districts, while at the same time it is in the midst of large club houses and office buildings, being diagonally across the street from the new Empire State Building.

## Benn's Second Sampler

THE plan of book sampling which was developed for a group of American publishers in the volume called "The Book Show" last spring has been used by a single publisher, Benn in London, who has succeeded in making the plan pay, as is evidenced by the publication of a second series called "Benn's Second Sampler." The Benn plan is to charge 1s. 6d. for 250 pages of sample chapters and poems from the firm's books, this 1s. 6d. to be credited against the purchase of any one of the books of the value of 5s. or upward. Each sampler has a cash voucher for this amount in the back.

## New Publisher

ON October 10th Roland Swain Company inaugurate a publishing career with the release of "Christmas Everywhere: A Book of Christmas Customs of Many Lands" by Elizabeth Hough Sechrist, illustrated by Guy Fry. Roland Swain Company is located at 108 W. Queen Lane, Philadelphia. The Second Swain book will be a novel by a well-known English author.

## Communications

### A SET OF TROLLOPE

Dodd, Mead and Company,

443-449 Fourth Avenue,

New York,

August 19th, 1931.

Editor, *Publishers' Weekly*:

In the *Publishers' Weekly* issue of August 8th there appears an article entitled, "Trollope, Hardy and Who." The article says in part:

"....Why isn't there a standard set of Trollope? Here the most popular Trollope is found in the Oxford World's Classics series, but this is not complete and any customer who wishes to collect a set is forced to range over the lists of several

publishers, including Nelson Standard Authors Series, Everyman's Library, Grosset, Harcourt and others."

Whoever made this interesting inquiry has apparently overlooked the fact that the most complete, uniform edition appears in Dodd, Mead's list in an edition which has enjoyed a steady sale for many years. The Dodd, Mead edition is by no means complete, but it is the most complete uniform edition obtainable in the United States. A complete list of the books in this set appears in our catalog.

HOWARD LEWIS.

#### FAKE BOOK CLUB AGENT

The Literary Guild of America, Inc.,  
55 Fifth Avenue, New York,  
August 21st, 1931.

Editor, *Publishers' Weekly*:

Mr. N. H. Huber, who was once an employee of the Literary Guild, is apparently calling on individuals, bookstores and libraries in the middle west, attempting to take subscriptions entirely without our authorization. He has in his possession some subscription forms of the Guild. He collects a down payment which is the last that is ever heard of the transaction.

We would appreciate your publishing this warning.

THE LITERARY GUILD OF AMERICA, INC.

#### CONTACT EDITIONS

Librairie Du Palais-Royal,  
9, Rue De Beaujolais, Paris.

Editor, *Publishers' Weekly*:

Would you kindly notify your readers that I have taken over the remaining stock of the "Contact Editions" from Robert McAlmon. I notice on page 2953, issue June 27, you mention Moss & Kamin as now managing Contact Editions in America. The Libr. du Palais-Royal, (Frank A. Groves) can supply Contact Editions as they have recently taken over the stock from Robert McAlmon.

F. A. GROVES.

#### Changes in Price

WILLIAM FARQUHAR PAYSON

"Fiddler of the Ritz" by Armand Vecsey, originally announced at \$3.50, will be published September 11th at \$3.00.  
"1900 A.D." by Paul Morand, originally announced at \$3.00, will be published October 8th at \$2.50.

D. APPLETON & COMPANY

Brand Whitlock's "Belgium," 2 volumes, \$10.00, has been reduced to \$7.50.

#### Business Notes

CHICAGO, ILL.—Chicago Book Mart, 206 N. Clark Street, moved. New address, Room 1219, 59 E. Van Buren Street or P. O. Box 5.

DALLAS, TEX.—The Neiman-Marcus Company is opening a Children's Book Department in connection with its Educational Toy Department.

LITTLE ROCK, ARK.—The Book Shop, Mildred C. Holcomb, will move on August 29th from 619 Scott Street to 115 W. Fourth Street.

LONG BEACH, CAL.—Vern's Book Store, 129 W. 3rd Street, opened in June.

MINNEAPOLIS, MINN.—The Midwest Book Shop at 2021 Hennepin Ave., was recently opened.

NEWTON CENTER, MASS.—Norman Alexander Hall has removed from 40 Langley Road and is now located at 67 Union Street.

NEW YORK, N. Y.—Lewis Copeland Company, Publishers, have moved their offices from 119 W. 57th Street to 570 Lexington Avenue.

PHILADELPHIA, PA.—Blue Book Shop advises they have outgrown their small, picturesque store at 5330 Germantown Avenue, and, on September 1st, will move to larger quarters at number 5338. Marianna Sloan, manager of the shop, expresses the hope that the spaciousness of the new store will make up for the quaintness of the old.

#### NOTICE

The Fall Announcement Number of the *Publishers' Weekly*, the most important of the year, will be issued September 19th. This complete index to the new books, with the publishers' descriptive advertisements, is of the greatest value to booksellers as well as to public libraries. Extra copies of this issue for the use of staff members will be supplied at 25 cents in paper covers, or at 75 cents in cloth binding. A special large printing is planned to provide for this demand.

THE PUBLISHERS' WEEKLY.

# July Book Production

*Monthly Statistics of New Book Titles Compiled From The Weekly Record of the Publishers' Weekly Including the Books (Not Pamphlets) of All American Publishers*

CLASSIFICATION	July, 1931			July, 1930	1931 7 mos.	7 mos. 1930
	New Books	New Editions	Totals		Totals	
Philosophy, Ethics . . . . .	12	3	15	16	176	175
Religion, Theology . . . . .	37	—	37	38	457	469
Sociology, Economics . . . . .	42	4	46	33	334	279
Law . . . . .	7	6	13	8	48	49
Education . . . . .	31	3	34	9	156	134
Philology . . . . .	16	3	19	14	161	121
Science . . . . .	36	12	48	39	264	267
Technical Books . . . . .	21	8	29	31	204	205
Medicine . . . . .	35	18	53	31	212	178
Agriculture, Gardening . . . . .	5	2	7	6	54	45
Domestic Economy . . . . .	7	1	8	1	34	31
Business . . . . .	8	4	12	6	113	127
Fine Arts . . . . .	18	1	19	11	109	119
Music . . . . .	6	1	7	6	48	39
Games, Sports . . . . .	10	3	13	10	86	66
General Literature . . . . .	22	6	28	26	251	293
Poetry, Drama . . . . .	26	5	31	32	383	374
Fiction . . . . .	81	55	136	100	1189	1222
Juvenile . . . . .	57	6	63	49	385	304
History . . . . .	25	2	27	26	267	229
Geography, Travel . . . . .	18	4	22	19	227	202
Biography, Genealogy . . . . .	41	2	43	30	409	430
Miscellaneous . . . . .	7	1	8	1	42	30
<b>Total . . . . .</b>	<b>568</b>	<b>150</b>	<b>718</b>	<b>542</b>	<b>5609</b>	<b>5388</b>

For July, 1930, the totals were:

New books . . . . . 462      New editions . . . . . 80      Total . . . . . 542  
Increase of . . . . . 106      Increase of . . . . . 70      Increase of . . . . . 176

Totals of 7 months, 1931, show an increase of 221 over totals of 7 months for 1930.

# Children's Books

## Season of 1931



Fall Survey with Complete Index

Together with

Publishers' Display Announcements Alphabetically arranged for easy reference.

	PAGE		PAGE
Abingdon Press .....	772	Houghton Mifflin Co. .....	791
Appleton, D., & Co. ....	773	Knopf, Alfred A., Inc. ....	792
Blue Ribbon Books .....	774	Lippincott, J. B., Co. ....	793
Brewer, Warren & Putnam .....	775	Little, Brown & Co. ....	795
Cape, Jonathan, & Harrison Smith. ....	776	Longmans, Green & Co. ....	796-797
Century Co. ....	777	Lothrop, Lee & Shepard Co. ....	798
Cosmopolitan Book Corp. ....	779	Macmillan Co., The ..	799-800-801-802
Dodd, Mead & Co. ....	780	Morrow, William, & Co. ....	803
Doubleday, Doran & Co.	781-782-783-784	Oxford University Press ....	804
Farrar & Rinehart .....	786-787	Putnam's, G. P., Sons .....	805
Harcourt, Brace & Co. ....	788	Rand, McNally & Co. ....	807
Harper & Bros. ....	789	Rockwell, Thomas S., Co. ....	808-809
Holt, Henry, Co. ....	790	Stokes, Frederick A., Co. ....	811
		Winston, John C., Co. ....	812-813

AGAIN with this issue, there is provided for the booktrade's four months' use a COMPLETE INDEX to the books of the season, an index by author, title and series, an invaluable reference tool and a complete forecast of coming sales opportunities.

# ABINGDON — JUVENILES

*By Margaret Loring Thomas*

## THE BURRO'S MONEYBAG

Gardenias! Tomatoes! Charcoal! Tortillas! They all helped to buy Pedro's burro. So did father and mother and grandfather and grandmother. But Pedro, the little Mexican boy did most of all to fill the moneybag.

Illustrated. Net, \$1.00



*By Ethel and Frank Owen*

## WIND BLOWN STORIES

These delightful stories were told by the Old Vendor of Stories who sat by the door of Jerry's Sweet Shop in the market place. His audience of eager-eyed children crowded about and enjoyed them hugely, and danced with glee in their keen appreciation.

Illustrated. Net, \$2.00

*By Josephine L. Baldwin*

## NANCY COMES TO THE SCRATCH, and Other Stories for Boys and Girls.

Those who like true stories, all who enjoy flights of the imagination and especially those who appreciate genuine fun will wish to own and read this book. —*Oakland (Cal.) Tribune*.

Illustrated. Net, \$2.00



*By Frances Joyce Farnsworth*

## MRS. HUMMING BIRD'S DOUBLE

Sixteen chapters in which the lion, the elephant, and many other less familiar nature folks are attractively and informingly portrayed.

Illustrated. Net, \$1.00

## BABY HIPPO'S JUNGLE JOURNEY

"This book takes the reader upon a get-acquainted trip with the animals of land, sea, and air. It starts with the experience of a baby hippo who wanted to be a giraffe and ends with the underground army, which is nothing less than earth-worms."

—*American Agriculturist*.

Illustrated. Net, \$1.00

## MR. POSSUM VISITS THE ZOO

"A fine book of thirteen stories for children, beginning with 'Hippola, the Four-footed Bird,' and ending with 'Fishes that Build Nests.' Each chapter gives scientific knowledge in story form." —*The Teachers' Monthly*.

Illustrated. Net, 75 cents



## DREAM HILLS OF HAPPY COUNTRY

Happy Country—where and what is it? Childhood! The "place of laughter, of soft music and lovely songs, of fragrant flowers and little dreams." Here are stories for the children to read for and to themselves and help to fill the days of childhood with happy memories.

Illustrated. Net, \$1.50

## COAT TALES FROM THE POCKETS OF THE HAPPY GIANT

"Great high yellow boots, with soles nearly white and a strange coat of yellow or green was the costume of the Happy Giant. From the coat pockets came wonderful tales."

—*Presbyterian Advance*.

Illustrated. Net, \$1.00

*By Alberta Munkres*

## I WONDER: Stories for Little Children

Charming short stories for the little folks, who will be delighted with them. Each has some basic idea, informative and suggestive, covering nature subjects and right action; some have a distinctive religious bearing. All have been used by selected groups of mothers and nursery teachers.

Illustrated. Net, \$1.00

## THE ABINGDON PRESS

New York Cincinnati Chicago  
Boston Pittsburgh San Francisco  
Detroit Kansas City Portland, Ore.

For Men and Boys

**The Boy Scouts Year Book, 1931**

Edited by  
Franklin K. Mathews

Crammed with entertainment in a variety of animal tales. Illustrated. \$2.50

**Johnny Bree**

By William Heyliger  
A thrilling story of mining life. Illustrated. \$2.00

**The Fumbled Pass**

By Ralph Henry Barbour  
A remarkable football story. Illustrated. \$2.00

**Squeeze Play**

By Ralph Henry Barbour  
An exciting baseball story. Illustrated. \$2.00

**Renfrew Rides North**

By Laurie York Erskine  
Adventures in the North. Illustrated. \$2.00

**For Freedom and for Gaul**

By Paul L. Anderson  
A stirring tale of the Roman invasion. Illustrated. \$2.00

**Brooks of the Valley Airways**

By Frederick Nelson Litten  
A speedy story of the air mail. Illustrated. \$2.00

**The Front Page Mystery**

By Graham M. Dean  
The excitement of newspaperdom. Illustrated. \$2.00

**Bugles at Midnight**

By John Murray Reynolds  
A vivid story of the Revolution. Illustrated. \$2.00

**The Glory of Glenwood**

By Earl Reed Silvers  
Includes all prep school sports. Illustrated. \$2.00

**Scouting with Daniel Boone**

By Everett T. Tomlinson  
Adventures with the great scout. Illustrated. \$2.00

**Scouting with Kit Carson**

By Everett T. Tomlinson  
Exploits with the famous trapper. Illustrated. \$2.00

For Boys and Girls

**Around the Hearthfire**

Edited by  
Wilhelmina Harper

An anthology of holiday stories. Illustrated. \$2.50

**Number Nine Joy Street**

By a  
Group of English Authors  
A medley of prose and verse. Illustrated. \$2.50

**Outdoorland**

By Robert W. Chambers  
A book of nature lore. Illustrated. \$2.50

**Joan Jordan's Job**

by Margaret Warde

An ambitious girl makes good. Illustrated. \$2.00

**The Secret of Rancho Del Sol**

By Hildegarde Hawthorne  
Old days in Spanish California. Illustrated. \$2.00

**Cornelia's Colony**

By Gladys Blake

How two young people help their father. Historical story. Illustrated. \$2.00

**Nancy Goes Camping**

By Jean Henry Large

The Acorn Patrol from the East on a Western ranch. Frontispiece. \$1.50

**Haunthouse**

By Zillah K. Macdonald

A real thriller. Illustrated. \$2.00

**The Merry Monarch's Wards**

By Aline Havard

A splendid story for young people. Illustrated. \$2.00

**The Boy Who Loved the Sea**

By Mary H. Wade

The life of Captain Cook. Illustrated. \$1.75

**The Astonishing Ant**

By Julie Clossen Kenly

Fascinating and instructive. Illustrated. \$2.50

**Builders and Books**

By Annie Russell Marble

A handbook of American history and literature. Illustrated. \$2.50



## D. APPLETON AND COMPANY

35 West 32nd Street,

New York

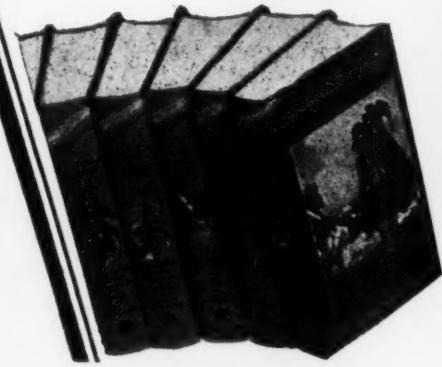
The Ryerson Press, Queen and John Streets, Toronto, Ontario, handles the Appleton general line in Canada.

**READY for  
Shipment about SEPT. 20**

SINCE THE FIRST ANNOUNCEMENT of Rainbow Bindings, the enthusiastic reception by the trade has necessitated another printing of the entire list before publication.

Rainbow Bindings reproduce on the cloth cover miniature oil-paintings which retain the full beauty and color of the original. They are washable and indestructible.

# RAINBOW BINDINGS



America's most famous series of Juvenile Classics in a new format of indescribable distinction. Each volume contains four full color illustrations and more than 100 in black and white by *Louis Rhead* and *Frank E. Schoonover*.

ARABIAN NIGHTS  
ENTERTAINMENT  
GRIMM'S FAIRY TALES  
GULLIVER'S TRAVELS  
HANS ANDERSEN'S FAIRY TALES  
ROBIN HOOD  
ROBINSON CRUSOE  
SWISS FAMILY ROBINSON  
TALES FROM SHAKESPEARE  
TOM BROWN'S SCHOOL DAYS  
TREASURE ISLAND  
KIDNAPPED  
THE FAIRY BOOK  
KING ARTHUR AND HIS KNIGHTS  
HANS BRINKER  
HEIDI  
THE DEERSLAYER  
AESOP'S FABLES

\$1  
each

Wrapped  
in  
Cellophane



**BLUE RIBBON  
BOOKS**

448 Fourth Ave. New York City



... and the BIG  
Girl's Book of the Year!

## ALL TRUE

Actual Adventures That Have Happened to Ten Women of Today—"a book that will delight every American girl—more fascinating than fiction could be." Amelia Earhart, Blair Niles, Delia Akeley, Mrs. Kermit Roosevelt, Armine von Tempski, Rosita Forbes, Marguerite Harrison, Barrett Willoughby, Marie Peary and Margaret Mead tell their thrilling stories. Illus. Oct. 2nd \$1.75

## CIRCUS

By BETTY BOYD BELL. Spangles and painted clowns . . . elephants and lions! Betty's own story of life under the "Big Top" will be loved by girls everywhere. Illustrated Oct. 16th \$1.75

## THE ROAD TO GRANADA

By ARTHUR STRAWN. The story of actual adventures in the days of the Moorish Wars in Spain . . . the days of Columbus re-created in a thrilling story. Illustrated Sept. 25th \$1.75

## PAPA PEACOCK

By FELICITE LEFEVRE. A delightful story of a peacock for younger children. Beautifully illustrated by Sonia Gagarin Oct. 9th \$1.50

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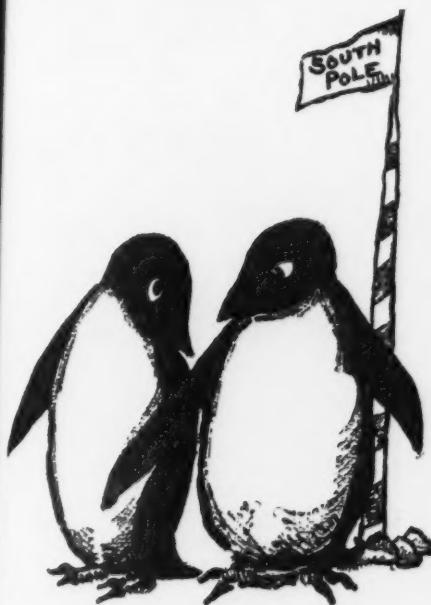
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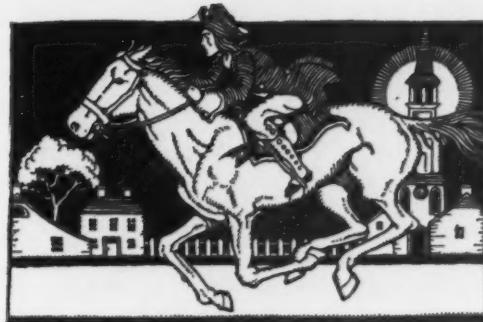
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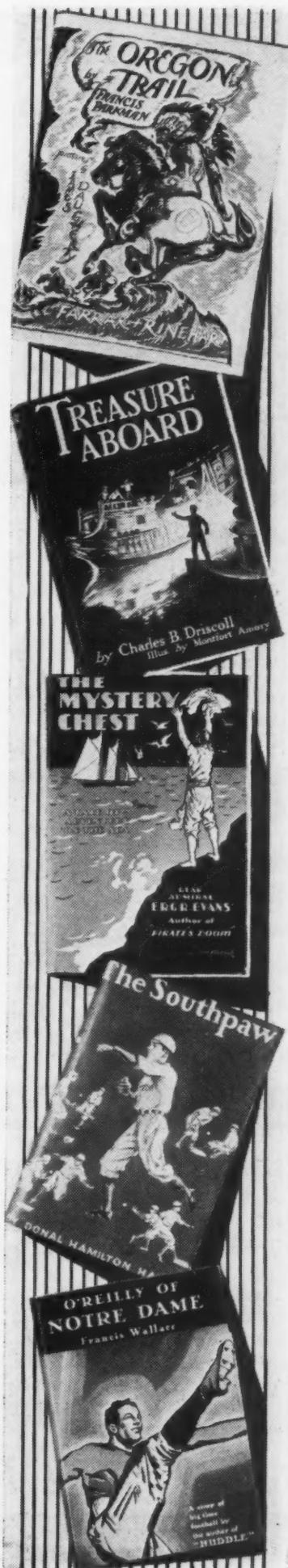
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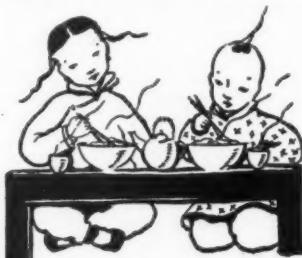
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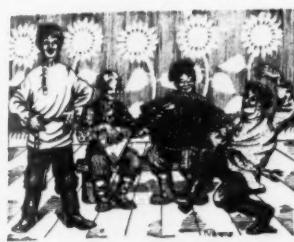
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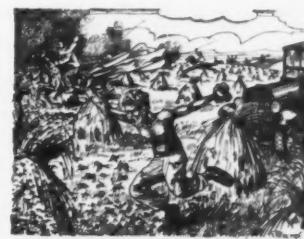
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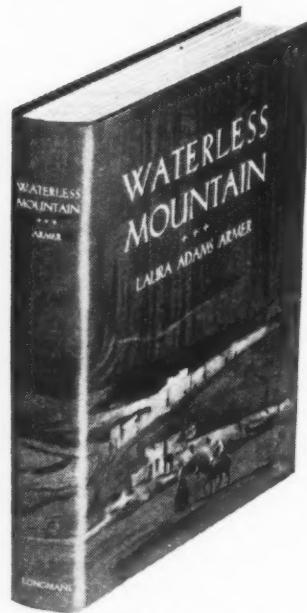
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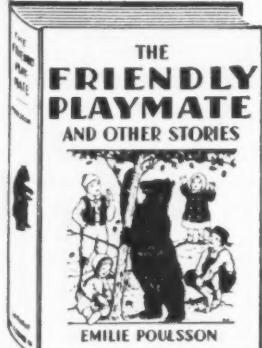
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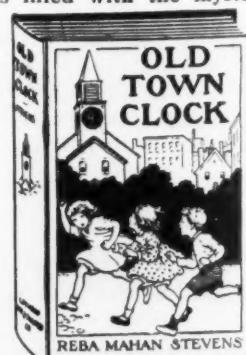
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### THE CAT WHO WENT TO HEAVEN

*By Elizabeth Coatsworth — Pictures by Lynd Ward*

*A* TALE OF JAPAN, an artist, his housekeeper and the quiet little cat, Good Fortune. "It is a treasure to storytellers — this book. Very seldom in modern stories do we find in so marked a degree this 'tellable' quality. It has the definite structure, the lucidity of a folktale. It has rhythm marked so that the voice drops naturally in certain places. Each time that the young artist lays down his brush, there is the opportunity for the storyteller to use one of the most precious of his assets — the pause. Yet the structure never breaks. It builds surely and swiftly up to the heart of the story when the artist lifts his brush once more — and paints the Cat." *Mary Gould Davis, Publishers Weekly.* \$2.00

### HITTY HER FIRST HUNDRED YEARS

*By Rachel Field*

*Pictures by Dorothy Lathrop*



### THE TRUMPETER OF KRAKOW

*By Eric P. Kelly*

*A* LL AGES love this story of a wooden doll. It continues to hold its place on the list of best sellers among children's books. It is fast becoming a classic that will be found on every young person's bookshelf. \$2.50

*A* TALE OF POLAND of the Middle Ages—romance, mystery and adventure—the qualities older boys and girls look for in a book, are found in the pages of this prize volume. The author's love of Poland, and his knowledge of its history helps him to make living those faraway days and places. \$2.50



**T**HIS YEAR we have new books by each of our medal winning authors. They are listed in the next three pages. You must not miss: *KNOCK AT THE DOOR* by Elizabeth Coatsworth, *CALICO BUSH* by Rachel Field, *THE GOLDEN STAR OF HALICH* by Eric P. Kelly, which completes his Little Trilogy of Polish Cities.



# Announcing New Titles 1931



## Gift Books



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By Cora Morris. Ill. by Frank Dobias. Short tales, merry, amusing, exciting, alive, from gypsies all over the world. \$3.00

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By Lucy Sprague Mitchell. Ill. by Kurt Wiese. A new sort of geography-story book by an author already famous in the field of children's writing and teaching. \$3.50

### CHING-LI AND THE DRAGONS

By Alice W. Howard. Ill. by Lynd Ward. A fairy tale of old China with many two-color wash drawings by a distinguished illustrator. \$3.00

### POOR SHAYDULLAH!

Story and pictures by Boris Artzybasheff. A humorous tale of Morocco with inimitable pictures by a famous artist. \$2.50

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### THE PICTURE BOOK OF ANIMALS

These beautiful photographs have been selected from "Das Tier" and printed in Germany. The perfect animal picture book. \$2.50

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By "Margaret." A nonsense story in color pictures. Specially printed for us in Germany. \$1.50

### THE PICTURE BOOK OF ROBINSON CRUSOE

By E. A. Verpilleux. A famous classic simply retold for small boys; beautifully illustrated. \$2.50

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By Vera Neville. The adventures of the bad little mouse, Oscar Naw. A colorful, big, picture book. \$2.50

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By Helen Sewell. Happy was a headless doll. The search for his head is amazingly told in many pictures. \$2.50

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*By Elizabeth Coatsworth. Ill. by Francis Bedford.* A new fairy tale by the author of *The Cat Who Went to Heaven*, *The Sun's Diary*, and *The Boy With the Parrot*. \$2.00

### DICK AND TOM: Tales of Two Ponies

*By Mark Van Doren.* Stories of two boys and their ponies, to read aloud to very small people. \$2.00

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*Story and pictures by Esther Brann.* A little girl of Italy by the author of *Nanette of the Wooden Shoes* and *Lupe Goes to School*. \$2.00

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*By Cornelia Meigs. Ill. by E. Boyd Smith.* A story of pioneer days, a boy and girl, and a horse. By the author of *The Wonderful Locomotive*. \$2.00

### HOLIDAY HILL

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### THE HOUSE THAT GREW SMALLER

*By Margery Bianco. Ill. by Rachel Field.* With this combination of author and artist this gay little volume is assured success and many friends. \$1.50

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A story of a "bound out" girl in Maine  
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*By Katharine Adams. Ill. by Frank Dobias.* A romantic tale of the days of Queen Elizabeth by a favorite girls' author.  
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*By A. D. Howden Smith. Ill. by Carlos M. Sanchez.* A blustering tale of Norse sea fights, raids, and battles.  
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*By Fjeril Hess. Ill. by Lee Townsend.* A young college graduate spends an exciting year on a ranch.  
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*By Frances Gaither. Ill. by Henry Pitz.* Adventures of a small French cabin boy who is taken to live with the Indians in Louisiana.  
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Each \$1.00

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**W**E have restricted our juvenile list to 8 titles for this season, acting on the policy that careful selection means better books, and better books mean greater satisfaction to the reader and the bookseller.

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*The Adventures of Timothy Pinkham of Nantucket Island*

by Edouard A. Stackpole

"Dealing with a phase of the Revolutionary War quite unfamiliar to us, it contains enough of fighting and enough hair-breadth escapes to satisfy the most exacting of reader."—*N. Y. Times*. Illus. in 2 colors. 10 and upward. \$2.00.

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by Zhenya & Jan Gay

Authors of *Pancho and His Burro*

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## SHAG

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by Thomas C. Hinkle

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by Marie Ahnighito Peary

Author of *Little Tooktoo*

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# FALL 1931

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Foreword by ADMIRAL BYRD

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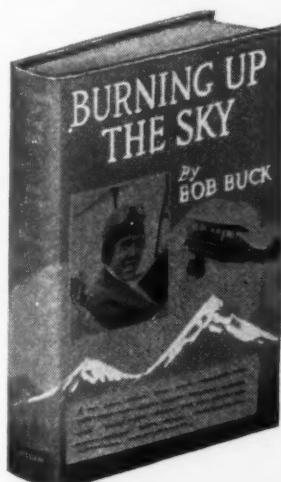
## PINKIE AT CAMP CHEROKEE      EVERYDAY LIFE in ARCHAIC GREECE

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He came to Camp direct from the Barbados, with a strange British accent, violently red hair, a pale skin, and thick glasses. He knew all about cricket, but had never even seen a game of baseball. But just the same Pinkie didn't remain the "camp goat" for long!      \$1.75

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—Alice M. Jordan, Boston Public Library.

IT is to a child's reading that we must turn for the proper cultivation of his fancy, for here fancy most easily grows into imagination. ... Instead of fewer fantastic books for children, I should like to see a great many more. I should like to see every child's fancy cultivated into imagination.

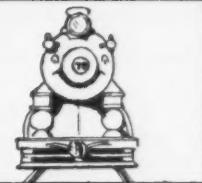
—Paul Fenimore Cooper.

BOOKSTORES should be encouraged, and they should be urged to employ as salesmen people trained in the selection and use of children's books, and to promote purchases by mail from rural areas.

—Recommendation of the White House Conference

▼▼▼ FALL JUVENILES OF MERIT ▼▼▼

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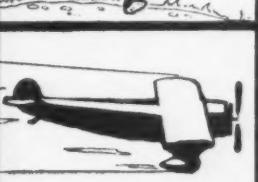
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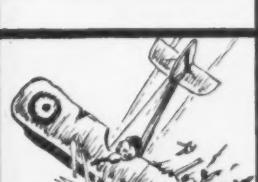


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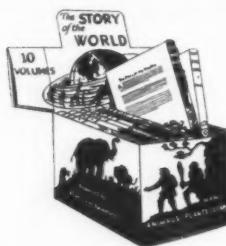


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—Clara Whitehill Hunt, Brooklyn Public Library.

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—Lewis M. Terman.

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—Flora de Gogorza, Brooklyn Library.

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—Recommendation of the White House Conference.

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# Children's Books

*A Special Department*

## The New Children's Books

Helen Plack

THE new childrens' books are beginning to pour from the presses in such a flood that to stop long enough to read, analyze and classify them is almost impossible. There seem to be as many books as ever before and perhaps more that are really worthwhile. A general raising of standards in writing for children, in illustrating for them and in printing and manufacture is distinctly noticeable. This fall brings fewer high-priced books. Only, two at five dollars are listed, and in many cases a book that a year ago would have been priced at \$2.50 is now \$2. Fewer new editions, probably because the resources have been exhausted, more books for children between seven and ten, a distinct improvement in informational books for children of all ages, more books for the small boy, fewer fairy tales and no poetry that is worthy of the name—these are some of the conclusions that might be drawn.

But it is much more exciting just to look and to read, to find that a much loved author's new book is even better than the last, that an artist can show originality more than once, and to find occasionally a real treasure by a new artist or author.

It is a season plentiful in picture books of all kinds—photographic picture books for very little children, picture books imported from Germany and Sweden, and gay and original picture books made in America.

One of the most original is "The Hole in the Wall" published by *Alfred A. Knopf* at \$2, by René d'Harnoncourt who illustrated "The Painted Pig." It is

European looking and very comic. This picture story of an artist who drew a thin man on a blank wall, will be especially popular with boys of five or over. The design of the page is too complicated to be easily grasped by very young children.

Another unusual picture book is "The Magic Rug" by Ingri and Edgar Parin d'Aulaire, published by *Doubleday, Doran and Company*, \$2.50. This gorgeous oriental picture book is especially notable for its illustrations which are reproduced directly from the artists' drawings on stone. The color effects are most successful. "The Shire Colt" by Zhenya and Jan Gay (*Doubleday, Doran*, \$2) is another book distinguished for the excellent lithographic pictures. These, however, are all in black and white. Little children will love this book with its pictures of the English colt Brownie, and Djuna, his mother, the big shire mare. Doubleday, Doran also have some less expensive picture books on their list: "Lion Cub" by Hamilton Williamson, illustrated by Berta and Elmer Hader, \$.75; "Angus and the Cat" by Marjorie Flack, \$1; "Johnny Penguin" by Dorothy and Marguerite Bryan, \$1.

Wanda Gag's new book "Snippy and Snappy" (*Coward-McCann*, \$1.50) is one of the best things she has done. It is the story of two baby field mice and their adventures with a ball of yarn. It looks much like her earlier books with a red and yellow cover and her characteristic rolling landscapes.

"The Golden Flock" by Charlotte Lederer (*Farrar and Rinehart*, \$1.50) is a

Hungarian legend decorated with many bright colored pictures. "Papa Peacock" by Felicité Le Févre (*Brewer, Warren and Putnam*, \$1.50) is a retelling of the old folk tale of the alligator and the jackal, while "Herbert the Lion" by Clare Newberry, also on this list, is a picture book in pastels of a child who had a real lion to play with. Lois Lenski in "Benny and his Penny" (*Knopf*, \$2) has given us the story of Benny who had a penny to spend and after many experiments put it in the bank instead. The binding of the book has a real penny set into it and it will be amusing to see whether that penny when pried out—as it undoubtedly will be—will be saved or spent.

A most delightful nonsense picture book is Helen Sewell's "A Head for Happy" (*Macmillan*, \$2.50). Three little girls dressed in the costumes of the 1900's go on a voyage to find just the right sized head for Happy, a doll that they made out of a pillow. The pictures are in Helen Sewell's best vein—stylistic, decorative, yet full of humor. Little girls will like this.

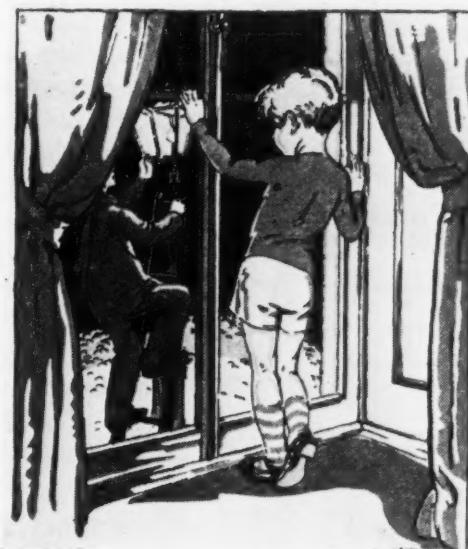
Following the success of Steichen's "First Picture Book" of last year comes "The Second Picture Book" prepared by Mary Steichen Martin with photographs by Edward Steichen (*Harcourt, Brace*, \$2) which contains unusual photographs of very little children at play. *Farrar and Rinehart* in "Peggy and Peter" by Lena Towsley, \$2.50, present fifty photographs of a day's happenings in the lives of two children, accompanied by simple text. "The Shadow's Holiday" by Larry June and Joseph Alger (*Farrar and Rinehart*, \$1.50) is a photographic shadow story.

Among foreign picture book artists, Elsa Beskow as usual is preeminent with "Buddy's Adventures in the Blueberry Patch" (*Harper*, \$2) and "The Adventures of Peter and Lotta," \$2.50, one of the best of the Aunt Green series. *Knopf* has made an edition with English text of

the much loved Lillebrors Segelfärd called "Peter's Voyage" at \$2. *Frederick A. Stokes Company* is bringing out two new picture books by Sibylle V. Olfers "The Little Princess in the Wood," \$1.50, and "Butterfly Land," \$1.50. "Flower Heaven" by Sophie Reinheimer, illustrated by Else Wenz-Victor, one of the most interesting of modern German illustrators for children, is announced by *Harper* at \$2. "Once There Was A Crocodile" by Margaret Schneider Reichel (*Macmillan*, \$1.50) has a most beautiful green crocodile for a hero. "Nip and Tuck" by Willy Planck (*Longmans, Green and Company*, \$1) a very German picture book, recounts the adventures of two dachshunds.

There are more to come later. "Poor Shay-dullah," a story from Morocco in ten scenes, written and illustrated by Boris Artzybasheff and published by *Macmillan* at \$2 is one worth waiting for. Maud and Miska Petersham have made a religious picture book, "The Christ Child," illustrating the Biblical texts that tell the Christmas story. These pictures were made in the Holy Land and were printed in Germany under the supervision of the artists. This book will be published by *Doubleday, Doran and Company* at \$2. The same publishers are bringing out a new book by Kurt Wiese, "Joe Buys Nails," at \$1.50. This story has grown out of Kurt Wiese's friendships with the American children who live near his home.

Children who are beginning to read and want books with simple text will find many to choose from this fall. One of the nicest is Margery Williams Bianco's "The House That Grew Smaller" with gay pictures by Rachel Field (*Macmillan*, \$1.50). "The Story of a Little White Teddy Bear" by Dorothy Sherrill (*Farrar and Rinehart*, \$1) is an appealing story for very small children. "The Diamond Princess" translated from the Dutch of



New pictures by Florence Storer for the new edition of "A Child's Garden of Verses" (*Scribner*)



Mary Gould Davis' "The Truce of The Wolf," is illustrated by Jay Van Everen (Harcourt)

Rie Cramer (*Frederick Warne and Company*, \$2) is a delightful fantasy for children of this age. For little boys there is "Dick and Tom" by Mark Van Doren (*Macmillan*, \$2) realistic stories of two boys and two ponies that are very well told. "Little Pear" by Elinore Lattimore (*Harcourt*, \$2) is a Chinese story with charming pictures. Parker Fillmore has told the story of a girl and her parrot in "The Stuffed Parrot" (*Harcourt*, \$2.) Cornelia Meig's "Willow Whistle" (*Macmillan*, \$2) similar in form to her "The Wonderful Locomotive" but for slightly older children, is an excellent story of pioneers, Indians and buffaloes. "Pinafores and Pantaloons" by Florence Choate and Elizabeth Curtis (*Harcourt*, \$2) is the humorous and sometimes pathetic account of a family of children in New York of the 1860's. Another old fashioned story is "When Abigail was Seven," a New England story of a seven-year-old girl, by

Eliza Orne White, published by *Houghton Mifflin* at \$2 and illustrated by Lisl Hummel's fascinating scissor cuts. "Boochy's Wings" by Annie Vaughan Weaver (*Stokes*, \$1.25) a companion volume to her "Frawg" of last year, is a funny and lively story of a ten year old Negro boy, which makes excellent use of Southern dialect. Rachel Field in "The Yellow Shop" (*Doubleday, Doran*, \$.75) tells the story of nine year old twins who keep store. Nancy Byrd Turner's "Ray Coon to the Rescue" is a tale of little wood creatures for children between five and eight years old (*Rand McNally*, \$1.)

Margaret Loring Thomas pictures child life in Mexico in "The Burro's Moneybag," the tale of a little Mexican boy at home and in school (*Abingdon Press*, \$1.)

One of the needs which is supplied by the new books is that for informational and instructive books for younger children. "Diggers and Builders" by Henry B. Lent, (*Macmillan*, \$2) introduces Dan the Derrick Man, Tony the Steam Shovel Man, etc., and describes their work clearly and interestingly. "The Iron Horse" by Adele Gutman Nathan and Margaret S. Ernst, *Knopf*, \$2, shows the progress of transportation on wheels, with photographs.

"Since Columbus" by Leslie Thomas (*William Morrow and Company*, \$2) is a much needed "easy" American history illustrated in color. It touches briefly and simply on the high spots of American history and emphasizes the growth and development of the nation rather than the details of battles and politics.

For little girls "The Patchy Zoo" by G. Selma (*Frederick Warne and Company*, \$2.50) shows in bright colored pictures how to make a patchwork zoo. Then there is a doll pattern book, "Sue Sew-and-Sew," arranged by Asta, Dehli and Flavia Gag, and published by *Coward-McCann* at \$1.50. "Wonder Windows" by Eugenia Eckford (*E. P. Dutton and Company*, \$2) is a book for grown people to use with children. It contains stories of artists and craftsmen with directions for making prints, stencils, Dutch tiles and Indian pottery.

Dorothy Lathrop's "Fairy Circus" which she has written as well as illustrated (*Macmillan*, \$2.50) is announced as a picture book but I have chosen to put it with the

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fairy tales as it has rather a long text and a delightful one. Those who know Miss Lathrop's illustrations will not be surprised by the delicacy and imaginative beauty of her drawings of fairies playing at circus, but that an artist can write so poetic a fantasy will surprise and delight everyone. Another fairy tale that is a picture book as well is Elizabeth Coatsworth's "Knock at the Door" illustrated by F. D. Bedford and published by *Macmillan* at \$2.50. Miss Coatsworth has gone to Celtic sources for this story of Stephen, born of a fairy mother and a mortal father, and has written a story worthy of a place beside Yeats and James Stephens.

This fall brings fewer collections of fairy tales than usual. The most interesting of them all is Mary Gould Davis' collection of Italian stories and legends, "The Truce of the Wolf" illustrated by Jay van Everen and published by *Harcourt, Brace and Company*, \$2.50—a collection that is told with rare knowledge of Italian humor, with a story teller's sense of the dramatic in a literary style of unusual distinction. "The Dutch Cheese" illustrated by Dorothy Lathrop (*Knopf*, \$3) contains two of Walter de la Mare's fairy stories which have heretofore appeared only in adult editions.

"The Gypsy Story Teller" by Cora Morris (*Macmillan*, \$3) is an unusual collection of gypsy folk tales "The Spindle Imp" by Alida Sims Malkus (*Harcourt*, \$2) is a collection of Mayan tales. "The Box of Daylight" by William Hurd Hillyer (*Knopf*, \$2.50) is a collection of legends from the Indian Northwest. "The Magic Bird of Chomo-Lung-Ma" by Sybille Noel, illustrated by A. Avinoff (*Doubleday, Doran*, \$3.50) is a strikingly illustrated collection of Tibetan tales. From China comes the story of "Ching-Li and the Dragons" by Alice W. Howard (*Macmillan*, \$3.) This is an imaginative story based on Chinese legends and Lynd Ward's pictures taken from Chinese paintings and porcelains make it one of the most beautiful books of the year. And also from the Orient comes a collection of ancient fairy tales, Chinese, Japanese, East Indian, brought together by L. Adams Beck under the title of "The Joyous Story of Astrid," and illustrated with reproductions of rare old Japanese prints, an-



Dorothy Lathrop's new book is called "Fairy Circus" (*Macmillan*)

nounced by *Cosmopolitan Book Corporation*, \$2.

Some verse but no poetry is being published this fall, the wave of imitation of Milne having mercifully spent itself. "The Hooded Crow" by J. R. Monsell (*Oxford University Press*, \$1.50) is an amusing rhymed story of a princess who is kidnapped by a crow, and is attractively illustrated. "Chin Chin Chinese Man" by Frances Nowlin Head, illustrated by Janet Laura Scott (*Dutton*) is a Chinese travel book in verse with drawings of real distinction. "Great Grandmother's Piece Book" edited by Elizabeth McCracken (*Macmillan*, \$1) is a collection of recitations of the 1830's to 1860's.

Books on art for children are still needed. "Made in France" by Susan Smith (*Knopf*, \$2) is an interesting account of the decorative arts of France from the 16th century to the 18th. It is illustrated by drawings and very well selected photographs.

Two outstanding books of history are "The World We Live In" by Gertrude Hartman (*Macmillan*, \$5) a story of man's progress in civilization, and "Hail Columbia," a pictorial story of the United States, published by *Doubleday*, at \$5. Annie Russell Marble in "Builders and Books" tells for younger readers the story of American history and the literature that has grown from it in the course of its development. It is announced by *D. Appleton & Company*, \$2.50. "Man and His Customs," by Margaret Fry;

"Man and His Records," by Franklin Barnes, and "Man and His Riches," and others, are in the *Story of Man Series*, Thomas S. Rockwell, at \$1.25 each. "Behind the Battlements" by Gertrude Linnell (Macmillan, \$2) is an excellent little book which describes and gives the historical background of Carcassonne, Avignon and Mont Saint Michel. An interesting treatment of geography is presented by Vernon Quinn in her "Picture Map Geography of the United States," which gives an illustrated map for each state. The author has not allowed her decorative sense to override her ethnological intentions, (Stokes, \$2.50).

"Scalawag" by Aimé Rebald, translated by Frederick Hoppin (Stokes, \$2) the story of a French dog who began life in a butcher shop and ended as a watch dog of a farm is one of the best dog stories of years and, moreover, has more French atmosphere than reams of instructive stories. "Yellow Jacket" by Russell Gordon Carter (Penn Publishing Company, \$2.50) is an adventure story of a domestic cat who reverts to the wild. "Penn the Penguin" by Allen Chaffee, presents life



Now one day, as Snippy and Snappy were playing with Mother Mouse's big blue knitting ball, it rolled way outside of their cozy nook.

*Wanda Gag's "Snippy and Snappy"*  
(Coward-McCann)

in the frozen South from the viewpoint of a little penguin (Cape & Smith, \$2). Clarence Hawkes' "Peter" and Nason H. Arnold's "Rusty's Travels," two dog stories, featuring a spaniel and a fox terrier respectively, are announced by Lothrop, Lee and Shepard at \$1.50 each. For younger children is Mukerji's "Bunny, Hound and Clown" (Dutton). "Holiday Hill" by Edith M. Patch (Macmillan, \$2.50) is a fall nature book by an authority on the subject. For older boys and adults

and tiresome, and the distant trees cool and full of fun.

On this particular day, the sun was shining unusually hot. Mama had placed the baby in the shade of an old sweet gum tree near the edge of the field. There little Amos crawled around among the roots and pulled the tails of Trial and Trib. Mama, Papa, and the other children chopped steadily away. Occasionally a song would rise in the air from one of the choppers and the others would join in. Sometimes it was a church song, sometimes it was a funny song, sometimes it



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*"Boochy's Wings" by the author of "Frawg" (Stokes)*

who are seriously interested in natural history "The Life Story of Beasts" written by Eric Fitch Daglish (William Morrow and Company, \$3) and illustrated by his striking woodcuts, is to be recommended.

To find several girls' books of real distinction on the fall list is something of a surprise and a very welcome one. For younger girls there are "Nicolina" by Esther Brann (Macmillan, \$2) the story of an Italian peasant child; "Kari" by Gabriel Scott (Doubleday, Doran, \$2) a translation of a favorite Norwegian story; "Sometimes Jenny Wren" by Ada Claire Darby (Stokes, \$2) a story of old Missouri; "Miss Jimmy Deane" by Rose B. Knox (Doubleday, Doran, \$2) a story of plantation life eighty years ago. Both boys and girls will be interested in "Children of the Housetops" by Youel B. Mirza (Doubleday, Doran, \$2) an authentic picture of life in a small Persian village.

For older girls Rachel Field's story "Calico Bush" (Macmillan, \$2) is outstanding. It is a story of a French girl who is "bound out" to a family of settlers who found a home on the barren and beautiful coast of Maine. "Calico Bush" is sure to be eagerly read and re-read. In "The Town of the Fearless" (Doubleday, Doran, \$2.50) Caroline Dale Snedeker tells the story of the Middle Western town of Harmony. "Blackthorn" by Katharine Adams (Macmillan, \$2) is a well written romantic tale of England and Ireland in the days of Queen Elizabeth. "Vagabond's Ward" by Marjorie Provost, (Harper, \$2) is a story of Paris in the days of François Villon.

For girls who want books with a modern background, "Winning Out" by Marian Hurd McNeely (*Longmans*, \$2) is a fine story of a girl who is taking a nurses' training course. "The Graper Girls" by Elizabeth Corbett (*Century Company*, \$2) a story of three high school girls, is natural and amusing. "The Luck of Lowry" by Josephine Daskam Bacon (*Longmans*, \$2) is the story of character development, with a mystery plot thrown in. Other mystery stories are "The Gay Mystery" by Ethel Cook Eliot, and "The Brass Keys of Fenwick" by Augusta Huiell Seaman, both published by *Doubleday, Doran* at \$2.

Two biographies of promise are "Jeanne d'Arc" by Jeanette Eaton (*Harper*, \$1.25) a short life of Joan of Arc in story form and a life of St. Catherine of Sienna called "The Flame" by the same author, also published by *Harper's* and priced at \$2.50. Older girls will enjoy Lizette Woodworth Reese's "York Road," reminiscences and new poems, an extension of her "Victorian Village" (*Farrar & Rinehart*, \$3).

"Away to Sea" by Stephen W. Meader (*Harcourt, Brace*, \$2.50) is a splendid



THE next night, after the sun had gone down and the shadows grew on the shore, the Wee Men put out to fish as usual. The Haddock Boat Sculler sculled the Tanner out to the fishing grounds. As they passed the lighthouse, the Sculler stopped sculling.

"Look behind you!" he said to the Tanner.

The Tanner was surprised to hear an order come from anyone but himself, but he obeyed the Sculler

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"From the Horn of the Moon" by Arthur Mason, illustrated by Robert Lawson, comes on September 17, from *Doubleday*

adventure story of a Rhode Island lad who makes his escape from a slave ship when the ship is in the Gulf of Mexico. Boys who are interested in the sea will want to read "Tramps and Liners" by T. W. van Metre (*Doubleday, Doran*, \$3) an informative account of navigation from the first galleys to the modern steamship. A. J. Villiers, whose adult books have been popular with boys has written a book about the last sailing ships especially for them called "Sea Dogs of To-day" (*Henry Holt and Company*, \$2). "Try All Ports" by Elinor Whitney (*Longmans, Green*, \$2) is a story of shipbuilding in Boston in the days of the clipper ship.

"Waterless Mountain" by Laura Adams Armer, illustrated by Sidney and Laura Adams Armer, is the prize winning book in the *Longmans, Green* juvenile contest and is published by them at \$3. It is the story of a Navajo Indian boy of today whose ambition was to become a medicine man. It is beautifully and simply told. The pictures by the author who is well known for her copies of Indians and paintings are most unusual and the publishers have given the book the format that it merits. "Painted Moccasin" by Carl Moon (*Stokes*, \$2.50) is a fine story of a Pueblo Indian boy in the days before the white man came. "Tawnymore" by Monica Shannon, illustrated by Jean Charlot (*Doubleday, Doran*, \$2.50) is a story of an Indian pearl diver in the days of Spanish buccaneers on the Pacific. "My Indian Boyhood" by Chief Luther Standing Bear (*Houghton Mifflin*, \$2) is the true story of the youth of a Sioux Indian.

"Son of the Whiteman" by Herbert Best (*Doubleday, Doran*, \$2) is a vivid story of a white boy's adventures with natives of a little known tribe in Africa. India is the scene of "Golden Tusk" by Charles E. Slaughter (*Knopf*, \$2.50) an exciting story in which Hahtibee, the elephant, plays the leading rôle. "Boy of the South Seas" by Eunice Tietjens (*Coward-McCann*, \$2.50) is an unusual story of a Polynesian boy who becomes interested in the religious carvings of his ancestors.

Among the new biographies for boys is an excellent life of Stonewall Jackson by Julia Davis Adams (*Dutton*). "A Boy with Edison" by William A. Simonds

(Doubleday, Doran, \$2) describes a boy's experiences in four years spent with Edison at Menlo Park. "Bernt Balchen" by John Laurence (Brewer and Warren and Putnam, \$1.75) describes the explorer's adventurous career from his boyhood in Norway to his flights with Byrd.

For boys who really enjoy sharpening their wits is "The Stars for Sam" by W. Maxwell Reed (Harcourt, \$3.50) a condensation of modern astronomy and physics which includes a discussion of Einstein. Another book which requires real brain work is "What Makes the Wheels Go 'Round?" by George Bock and Boris Artzybasheff, \$2, a book which gives the first principles of modern physics and dynamics and explains the operation of modern machines (Macmillan).

There is also the usual quota of light reading for boys—football stories, school stories, aviation stories—some of them good and others very mediocre. An unusual school story which will appeal to a limited audience is "Zeke" by Mary White Ovington (Harcourt, \$2) a sympathetic account of a colored boy's year at Tolliver Institute. "Douglas of Porcupine" by Louise Andrews Kent (Houghton Mifflin, \$2) is the story of a winter spent on a Maine Island. "Smiley Adams" by R. J. Burrough (Longmans, Green, \$2) combines mystery with football. "Danger Zone" by Raoul Whitfield (Knopf, \$2) is a good new aviation story.

Among many good books with a historical background are "The Golden Star of Halich" by Eric Kelly (Macmillan \$2.50) a fine story of mystery and adventure in 14th century Poland; "The Shadow of the Crown" by Ivy Bolton (Longmans, Green, \$2) a well-written story of the times of Philip the Second of Spain; and "Swain's Saga" by Arthur D. Howden Smith, illustrated by Carlos Sanchez (Macmillan, \$2.50) a thrilling tale of Viking warfare.

Contemporary criticism of children's books of the last three years is to be found in the "Third Book of the Three Owls" written and edited by Anne Carroll Moore (Coward-McCann, \$3). This selection of the reviews that appeared on the *Three Owls* page of the *New York Herald Tribune* is fully illustrated by the work of modern artists. Among the special



"Tooky," the hero of Berta and Elmer Hader's new picture book (Longmans)

features of this volume are a new article on the reviewing of children's books, an excellent list of the books of the last decade and the notes on contemporary artists.

Among the new editions the announcement of "A Night Before Xmas" illustrated in color by Arthur Rackham (J. B. Lippincott and Company, \$1.50) is especially noteworthy. Other new editions of importance are: "The Oregon Trail" by Francis Parkman, illustrated by James Daugherty (Farrar and Rinehart, \$3); "Ivan the Fool," by Leo Tolstoy (Oxford University Press, \$2.50); "Taras Bulba," by Nicolai V. Gogol, illustrated by Zhenya Gay (Alfred A. Knopf, \$2); "Hans Andersen," forty stories newly translated by M. R. James, illustrated by Christine Jackson (J. B. Lippincott and Company, \$3); "Some Poems of Childhood" by Eugene Field, selected by Bertha Mahony (Charles Scribner's Sons, \$1.) N. C. Wyeth has made colorful and dramatic pictures for a new edition of "The Little Shepherd of Kingdom Come," by John Fox Jr. (Charles Scribner's Sons, \$3.50). *Frederick Warne and Company* are issuing new editions of some old favorites that have long been out of print—Bret Harte's "The Queen of the Pirate Isles" with Kate Greenaway pictures at \$1.50, "A Day in a Child's Life," a Kate Greenaway song book at \$2, and a Leslie Brooke picture book "The Truth about old King Cole" by G. F. Hill, \$1.75. The same firm is also issuing a \$3 edition of Lamb's "Tales from Shakespeare" with Frank Papé's

lovely pictures. "The Scarlet Cockerel" by Clifford M. Sublette, the adventure story which won the Charles Boardman Hawes prize in 1925 has been added to the Beacon Hill Bookshelf in an edition illustrated in color by Frank E. Schoonover (*Little, Brown, \$2.*) The Louis Rhead Classics containing seventeen volumes ranging from "Arabian Nights" to "Aesop's Fables" may now be had for a dollar each in the Rainbow Bindings orig-

inated by *Blue Ribbon Books*. There's a new illustrated "Barnaby Rudge" the latest addition to *Dodd, Mead's International Classics*, \$2. *Dodd, Mead* is issuing also an edition of Kenneth Grahame's "Dream Days" illustrated by Ernest Shepard, \$2. "Tom Sawyer" may be purchased for \$1 in an illustrated *Winston* edition and for 50 cents in the edition put out by *A. L. Burt* who also have a new "Rose in Bloom" at the same price.

## A Children's Bookshop in Portland

*This Complete Children's Book Service Is the Work of  
Helen Zimmerman and Esther McCulloch*

**I**N Portland, Oregon, two young ladies are conducting a bookshop who may rightly be considered professional women. They have trained themselves for their task. They sell not books, but service. The word "service," of course, has been so bandied about that today's buyer, guided by common sense, has developed a pretty successful resistance to its promise. The service in this bookshop, however, involves more than prompt attention in the bookshop, delivery, or care in the matter of the order; it pays particular attention to the fundamental matter of selection of the stock.

Helen Zimmerman and Esther McCulloch feel that the most important business transacted in their shop is with the publishers' salesmen. They set out originally to run a shop so carefully stocked that if a book stood on its shelves that would in itself form its recommendation. In this they have been peculiarly successful.

Miss Zimmerman graduated from Columbia University, specializing in kindergarten work. After that time she taught kindergarten, as well as its methods, in Ohio State University. She has written and successfully sold children's stories. She knows what children like and what they need.

A happy contrast to this practical training is that of Mrs. McCulloch, who majored in social science and psychology at the same University. After college, she went into social work, dealing particularly

with the "problem child" and psychopathic cases. She is in an intelligent position to recommend child training books for parents and teachers.

So it has been with an eye to something beside excitement in stories that these two women have considered the offerings of publishers. Their original ideal was excellent. It remained to be seen what the result would be. It has been very gratifying.

Working on the theory that the parent pays for what the child selects, these two young women have appointed their shop to interest children primarily. Adults have found the shop inviting, however, because it has an up-to-the-minute loan library in a room of its own at the back of the shop, so that the children may feel that the shop is chiefly theirs.

In stocking the shop the shelves have been filled with all *good* domestically printed books, as well as English, Italian, Swedish, German and French children's books; pictorial maps and globes; children's magazines, with subscription service, if desired; imported dolls, hand-carved wood novelties; kindergarten materials; children's stationery; invitations, place cards, and favors for children's parties; birthday cards, as well as cards for special occasions; lamps for playrooms; and French, German, and Austrian prints. One service has been offered which, though actually foreign to the book business, has proved excellent for interesting parents: a party mart for selling



*The child's attention must be caught at once. This shop has been arranged to give a series of instant impressions*

plans for children's parties, responsibility assumed from the beginning to the end of the affairs.

Display has been no little part of their task. The child does not care to browse; his attention must be caught at once. He has neither the ability nor desire to carry on his research very extensively. For this reason The Children's Bookshop at 343 Salmon Street gives a series of instant impressions. There is no fastidiousness that fatigues; it does not lose its point through studied effect. Books are loosely arranged on the shelves so that they may be taken down and put back with ease; toys are where they can be seen individually; maps are hung with the care of pictures in galleries; and stationery is displayed in a setting in which the child can easily imagine himself. Children and parents are interested the moment they enter.

The problem of the proprietors, as in most shops, is to bring people into the shop in the first place. Publicity has been a problem and an experiment with them. Newspaper advertising has been found to be too expensive for the meager results it brings. Radio, other than bringing the staff artists into the shop as members of the rental library, has done little to increase the business. Apparently a more

intimate contact is needed. The only advertising that has paid at all, and the results have been slight, has been the use of small space in Portland Symphony Concert Programs, Little Theatre programs, and the programs of various Junior League activities. So far, however, they have found nothing so successful as the personal letter. Through the use of a large mailing list they have established contacts with homes by sending a request for birthday dates in the family, remembered these as the occasions came round, with greetings and favors. These have interested parents and children sufficiently to bring them into the shop. That is all Miss Zimmerman and Mrs. McCulloch ask. The shop itself does the rest.

A plan was put into practice of holding exhibitions; for example, one of pastels by a California artist. An invitation tea, on the Sunday preceding the event brought a select group into the shop. Newspaper publicity about the tea brought others to the exhibition during the following days. So far the exhibitions have established many new contacts and brought considerable business to the shop, if not from those present, at least from friends.

Finally the shop has established a reputation among the members of certain clubs

who have invited the owners to give talks on subjects relative to kindergarten, and social service work among children. Naturally they have kept business propaganda out of these talks and have drawn, by that very means, a number of people into their shop to see what it is they are doing and how they are doing it.

It takes capital and hard work to make a shop like this successful. It must be carried, in many cases, a year or two, before profits begin to show. This difficulty has been cleverly bridged by the proprietors of The Children's Bookshop by their loan library which has paid the expenses of upkeep and showed a meager profit as well. Thus, a slow rise of chil-

dren's book sales (though in this case they have grown with startling speed) would not of necessity embarrass the proprietors nor upset the stability of the shop.

Nothing, however, has made this shop so successful as the fact that the proprietors have known what they were talking about. They have recognized exactly the books they needed. When customers came, exactly the right book was on the shelf for each one. The very fact that old customers have placed the selection of books almost entirely in the hands of the proprietors speaks their praise. The customers feel, and rightly, that these are professional women who thoroughly understand their work.

## Round the World Book Fair

*An Interview With Marjorie Griesser of the National Association of Book Publishers About the New Plans for Book Week This Year*

**B**OOK WEEK will soon be rolling round again,—November 15th to 21st are the dates this year. We consulted Marjorie Griesser of the National Association of Book Publishers' office about plans and forecasts, and found that publicity is to be focussed on a central theme this fall, "Round the World in Children's Books."

"Imagine the effect of transforming the children's departments of bookshops and libraries throughout the country into Round the World Book Fairs, with youngsters flocking in to see the show. They love circuses and county fairs; and if we can put the exciting quality of country festivals into these book fairs, the Week will bring some gayety into a gloomy year," said Miss Griesser.

Maud and Miska Petersham are designing a window streamer for the Week, with children in foreign costumes bringing books to an American boy and girl. The preliminary sketch which we were privileged to see had all the humor, spontaneity and lovely color which have made the Petershams' book illustrations so popular. The completed streamer will be ready for mailing in September. Across the top the lettering will read "Round the World

Book Fair." Featured in November windows, it will serve as an irresistible invitation to children and parents to "step inside" and visit the fair.

There are innumerable books which will fit in with the international theme, travel books, stories of children in other lands, picture books decorated by foreign artists, the excellent books of history, science, adventure and discovery which increase a child's knowledge of the world, favorite books of children everywhere—including fairy and folk tales and the classics. Almost every book can be brought in, and there will, of course, be special displays of American books. Round the world tours must begin or end with the United States.

Accessories for the exhibits will be easy to secure: dolls in costume, foreign toys, globes and maps, travel brochures from local tourist agencies, European posters, photographs of world heroes, displays borrowed from friends who are globe-trotters. Detailed merchandising suggestions for the Week will appear in the *Publishers' Weekly* and other trade magazines in September.

The round the world theme ties up effectively with classroom work in geography, history, art, and literature, and the

school contacts, which have made Book Week so valuable to booksellers from year to year, will be particularly fruitful this fall. Programs on "international friendship through children's reading" are being suggested for November meetings, by the national headquarters of the Congress of Parents and Teachers, the Boy Scouts and other organizations. Among the many magazines which have scheduled features on children's books for fall issues, in co-operation with Book Week, are *St. Nicholas*, *Child Life*, *Ladies' Home Journal*, *Woman's Home Companion*, *Scribner's*, *Harper's Good Housekeeping*, *Saturday Review of Literature*, *Parents' Magazine*, *Country Gentleman*, *Boys' Life*,

## The Publishers' Weekly

*American Boy, Delineator, John Martin's Book, Congregationalist, Sierra Educational News.*

Clara W. Hunt of the Brooklyn Public Library wrote a pioneering article for the *Publishers' Weekly* in 1924 on the chances librarians and booksellers have to increase children's feeling of world friendliness through books. It was reprinted and given national distribution by the League of Nations Non-Partisan Association, and has borne fruit in many international book exhibits in the children's rooms of public libraries. This fall, with every newspaper full of international news and problems, there seems to be a special reason for reviving Miss Hunt's program.

## The Story World

Frances McLeod

of *Frances McLeod's Book Stall, Milwaukee*



Two years ago this summer when I was working overtime on a hot July evening, and finding it difficult to keep to the matters at hand, I began to think ahead to cooler days, and remembered that I had promised to give a book exhibit at some of the schools in November. Remembering also the usual last minute rush for this sort of thing, it occurred to me that I might begin thinking about it. I wanted to work this out on some particular plan or classification of children's books, but as no great idea presented itself, I decided the easiest way out was to do something that would include *all kinds* of books (the process of elimination, the most difficult, of course) and so I stopped at nothing short of the world! If it were possible to make a large enough globe, small figures illustrating the books could be shown in the countries where each story takes place. *The Story World!* The more I thought about this, the more possi-

bilities it seemed to present, and it would be an interesting thing to work out. I was already picturing "Heidi" in Switzerland, Kipling's "Mowgli and His Animal Friends" in India, and so on.

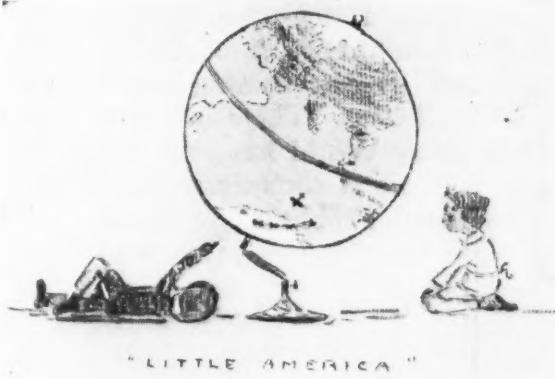
But where to find or how to make a globe sufficiently large was not so easy, as I discovered after several days of consulting pattern makers, iron workers, carpenters and even lamp shade companies. I almost gave up the idea, when accidentally I ran across a man who was building gliders in the basement next to ours, a wood worker by profession, and he agreed to take on the job. And it proved to be a job. I watched it grow, and watched him struggle in the process. I think it will be the last world he will undertake. He made it in two sections, the bases of each, wood veneer, four or five feet in diameter. From the circumference to the poles he ran circular strips of wood, close together, wire over this, I believe, plaster, canvas, and several coats of automobile filler. The iron standard on which the two halves fit was made by a wrought iron man. A small iron knob at the top screwed onto the axis.

We then had a large gray ball that looked like something Burbank might have

imagined. Before we could put on the ocean, we had to sandpaper the whole surface, there being too many paint bubbles for the detailed painting. Then we applied the ocean, two coats of blue.

By this time, there was less than two weeks' grace before the date set for the exhibit. An artist came up from Chicago, Marie Blanke, to help me out over a week end, and a Milwaukee artist, Mrs. Nina Bahlmann, worked day and evening shift for the balance of the time. The countries were laid out according to latitude and longitude lines of a "normal" globe, as accurately as possible. (Since then, in some of the retouching, a few islands have slipped, and the coasts of a few continents were slightly disturbed by tidal waves of new oceans applied).

During the time the globe was being constructed we had been working on the choice of titles. Even with the world as our limit, there was still some selection to be made! We arranged a card catalog by countries, and sorted books accordingly. Some purely imaginative stories that we



"LITTLE AMERICA"

wanted to use could not be pocketed in any country, and for this purpose we created an island in the middle of the Pacific (which was a large space that needed filling). This is the only bit of land that is not according to the atlas. We made it in the form of a question-mark, with a small round island for a "dot," painted it a shade just off the ocean color, and called it "The Land of Make Believe." Here we put "Rootabaga Country," "Alice In Wonderland," Edward Lear's "Nonsense Book," "The Girl Who Sat by the Ashes," "Millions of Cats" (the last surviving pussy only was painted, the rest of the million left still further to the imagination) "Peacock Pie," "The Vel-



veteen Rabbit," and others of similar ilk.

Not only the selection of titles, but also picking out the best illustration to use on each book, and sometimes making up illustrations, kept us all frantically "at it." The British Isles filled up very quickly, and wide open spaces such as Africa and South America remained empty. We shoved "Winnie the Pooh" from England into the English Channel, on the strength of the chapter, "In which Piglet is Entirely Surrounded by Water," one illustration showing Christopher Robin and Pooh Bear floating about in an umbrella. We could not leave Pooh out entirely, and I think he landed in the English Channel before we hit upon the "Land of Make Believe."

With all the ocean space to fill up with something besides sea gulls and various species of fish, more and more sea stories were added to the stack of "unpainted" books. "Courageous Companions" shows a ship in full sail heading south from England, and a red dotted line that traces the actual course of the story, the voyage of Magellan around the world. For "Gulliver's Travels," we used the Macmillan edition with Willy Pogany illustrations, Gulliver plowing through the ocean and pulling the ship after him. "Baron Munchausen" is in another part of the ocean riding his white horse. Across the Atlantic and on to Paris a line of small black airplanes, and one large airplane dripping with icicles, gives the route of Lindbergh's "We." From the other direction Pinocchio is swimming ("Pinocchio in America."), and on a raft somewhere in the Atlantic is a little green turtle, "Travels of Sammie the Turtle,"

with the caption, "Am I on the wide Atlantic? If I *am*, I shall be frantic."

And so on, endlessly. But even with the many books already represented, we had such a tremendous surface to fill with the small figures, and it still had such an empty look that by the second week I took a hand at the painting. I remember well the struggle with my first book, "The Water Babies." I spent an hour trying to get the water baby, first to look like a baby, and then to sit properly on the rock. I had an added appreciation of the work already done, and further apprehension as to what still lay ahead of us. From then on I put myself on a time basis, but even so, kangaroos and elephants and Indians and locomotives have certain requirements that have to be worked out. And just about the time I would be in the throes of putting a fancy pair of silver skates on Hans Brinker in Holland, the artist who was working in the Orient at that particular time would call out, "I *must* have more for China," and I would drop everything to dig up "The Road To Cathay," or "Chop Sticks."

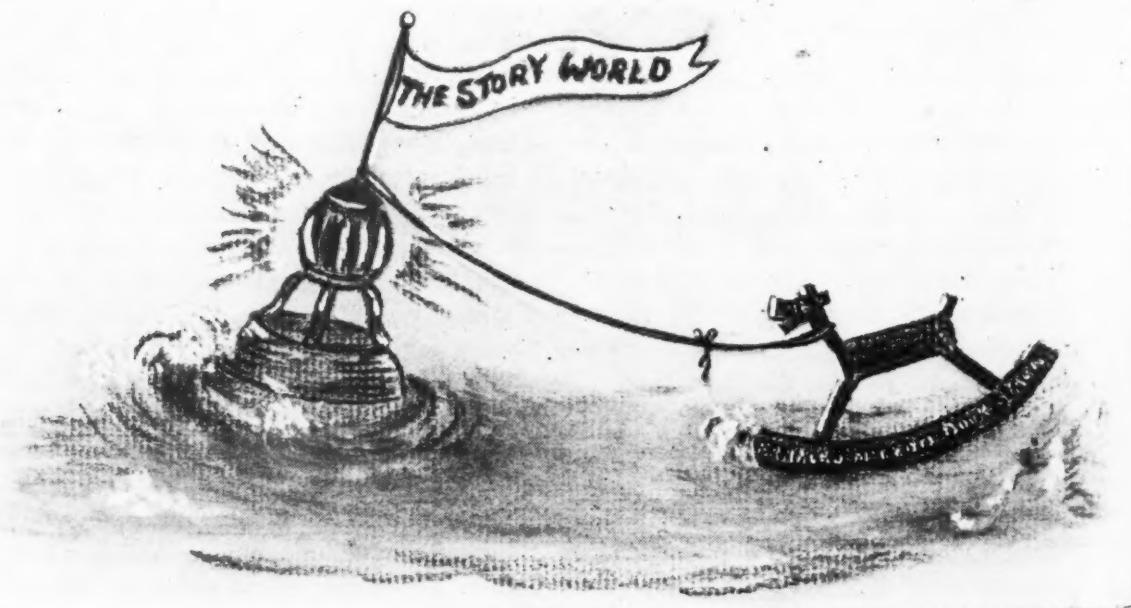
It proved to be quite an undertaking to paint the world. If we had not had oil paints ground in Japan that dried almost immediately, we could not have done it in that time. As it was, the last night before the exhibit I painted all night long, and the remaining half hour before the express-

man came to take it away, I was still sprinkling monkeys in Africa, polar bears at the poles, a craw fish of some kind in the Malay Peninsula, and a cocoanut palm or two in Hawaii.

In order that the smaller children might see Santa Claus and his reindeer at the North Pole, illustrating "Twas the Night Before Christmas" four circular benches had been made, stained green. These make a complete circle about the base of the globe. A separate iron standard about five feet high carries the name, The Story World. To the top of this is fastened a small black iron horse, taken from one of the fixtures used by bootblacks (The Book Stall's trade-mark being a horse).

The World was exhibited at several schools, and since that time, because there was so much that had to be done over and added, it has been stored in the basement, until a month or so ago when it was brought to light—and turpentine. The whole thing was touched up, practically repainted, this time without such a scramble. "Little America," discovered and written since our world was made, is now shown with a dog-team, aeroplane, and ship in the Antarctic. Anne Parish's "Floating Island" is now floating near the Land of Make Believe. There is still space left.

The Story World has gone out of town to be used for a summer school course in International Problems.



*Somewhere in mid-ocean the Book Stall's trade-mark is tethered to a buoy, carrying the name of the globe*

# An International Exhibition of Juvenile Books in Germany

Karl Küp

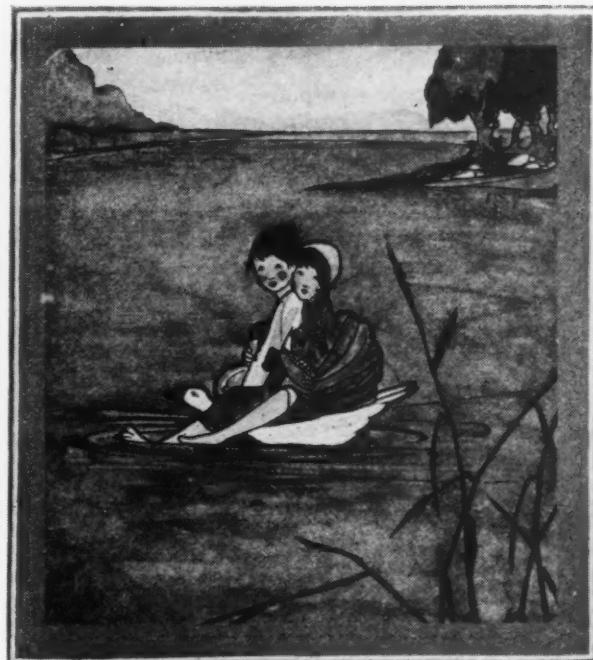
*of the Oxford University Press*

**A**N international exhibition of children's books, at which more than thirty different nations are represented, is, at the same time, a valuable means of comparison and for this reason alone must bear practical fruits. A cursory glance at the material exhibited permits us to see clearly that the exhibition goes beyond the book itself, for it shows us development, the cultural status and, to a certain extent, the economic standard of each of the nations present.

The firm of Kurt Saucke and Company in Hamburg conceived the idea and, thanks to them, it soon became a reality. Publishers of all countries responded readily. After a period of preparation involving much work (examining the material, selecting and collecting the books to make up each unit), the firm could look with pride upon the tables which held the gaily-colored picture books of today. The exhibit remained in Hamburg for a month, and at present it is being shown by the firm of Arthur Colignon in Wilhelmstrasse, Berlin; the next month will see it in Koenigsberg; Munich, Dresden, Frankfurt, and many other cities are to follow.

In addition to the intrinsic value of such an exhibition, the basic idea was to evoke an increased interest in juvenile books throughout the rather quiet summer months either by attracting individual customers or by awaking a greater enthusiasm for books per se. Results were not lacking. Not only were orders placed, not only did the leading newspapers write up the exhibit, but what is more, schools, teachers' colleges, and institutes of graphic arts, came en masse, saw, and discussed the literary, pedagogical, and artistic aspects of the books shown.

One day while I was present at the exhibit, I saw a group of girls, ranged from ten to twelve, who were busily taking notes. I learned that they comprised a



*"Hänsel und Gretel" with Rie Cramer illustrations (Verlag von A. Anton u. Co.)*

class from one of the Berlin schools whose teacher had told them that they were to write a composition on their impressions of the Exhibition; she wished to instill in them a conception of things international.

It was quite obvious that those nations which placed the greatest amount of hope in their children were the United States, England, Germany, and Russia. A colossal upward trend, as well as great care and devotion, are evident in their books, both in content and in makeup. These are the countries that stand out. The general situation is this: Europe, with England as its center, builds a group by itself; the United States and Russia are opposite poles — the first, with important innovations within the present form, the second, radical in form and in tendency.

The Scandinavian countries follow, then Livonia, Latvia, and Finland; then Holland; France appears as next; then come the Latin countries, as well as Poland and



*A riot of color characterizes the children's books from Czechoslovakia*

the smaller Balkan States, many of whose books give evidence of slipshod manufacture. Then come the non-European nations: Brazil, Mexico, South Africa, Australia (where the English book naturally dominates) and finally far off China and Japan.

In the case of our American books, the wealth of color seemed to be the outstanding feature for admiration, as well as the many-sidedness of our material and the manner in which it is presented. Books which contain things purely American were of principal interest to the European. "Charlie Chaplin's Parade" (Harcourt, Brace), went through many a child's hands, "The Picture Book of Ships" and "How the Derrick Works" (both Macmillan), were praised for their objectivity. Considerable interest was shown in song and play books (indicative of the German penchant for instruction), such as "This Way and That" (Oxford), and the book intended for very small children, "Sing a Song of Sixpence" (Harper). Admiration was evinced at the selection of so many foreign subjects. It seemed quite natural that America, made up of so many different nationalities, should give her children books dealing with other countries and

other sources, and not surprising that there should be books on Mexico, Spain, India, France, and Bavaria, to mention but a few. "Hansel the Gander" (Morrow), with its delightful illustrations, as well as Rhea Well's "Pepi, the Duck" (Doubleday), drew exclamations of joy from the children. "The Painted Pig" (Knopf), went from hand to hand, whereas "To Market, to Market" (Knopf), and "The Runaway Sardine" (Knopf), caused much shaking of heads on account of their hand-lettered text. Wanda Gag's books were termed "droll," probably on account of the lack of perspective on the part of the visitors. "Micki" and "The Ark of Father and Mother Noah" (both Doubleday), as well as "Kees" (Harpers), were received with varying opinions. It was remarked how sadly America had been influenced by her posters, that children were given such a combination of colors! "The Ark of Father and Mother Noah" (by the way, there were many books from other countries dealing with the same subject) was generally considered quite original in its presentation.

England showed herself traditional as ever, with little progress, but so finely toned down to the soul of the child that



**N**alle nöpar modigt "schas!"  
höller djärv! med åpan,  
"kommer du så här du bas,  
bålen den är våran!"

Fisken, han står stilla i vart  
gapar storl med munnen,  
svänger på sin blänka sljärt,  
och är sen försvännen.

Famous Elsa Beskow's "Lillebrors Segelfärd" is being published here  
by Knopf as "Peter's Voyage"

she still remains for us the classical land of juvenile books. Books with the illustrations of a Rackham or a Dulac have not yet been surpassed in England. Mention should be made of the animal books of Cecil Aldin.

Germany (as host, she was fully represented) maintained her place ably. There was a marked desire for progress evident. Besides the traditional "Struwwelpeter" and the ever popular "Max and Moritz," I saw many beautiful new things which, not only in the reproduction of the idea but also in the exterior of the books, demonstrated a decided improvement over the pre-war years; this was particularly true of books of an instructive nature. Mrs. Tom Seidemann-Freud's "Zauberboot" is one of the most original instructive picture books I have seen. Another interesting book was a "song primer" which attempts to present notation in illustrations; that is to say, the melody, the tone range and tone values, are shown in equivalent

action pictures calculated to appeal to the childish imagination. Then there was a wealth of old and new fairy tales which will never lose their appeal for the German child, (here we approach the Austrian and the Swiss books), then a series of ultra-modern books with all too realistic illustrations. But there was not a single book, and this leads me to Russia, having a political tendency.

And this is just the case with Russia. I have already mentioned that it seemed to me as if the United States, Germany, and Russia were those countries which at the moment placed all of their hope in the child. The Russian books are manufactured by the State, cheaply manufactured, printed almost like posters, bound in paper, and for the most part, merely small pamphlets of a few pages each. But their content is remarkable. A striving for definite objectivity; passionate tendency. There are pictures of animals, birds, insects, even "bugs." We can only interpret symboli-



From "Le Tour du Monde en 1 Jour à L'Exposition Coloniale," one of the latest French children's books, by Maurice Tranchant

cally the picture of a cat caught in a mouse-trap harrassed by a circle of triumphant mice. There are pictures of workers manufacturing rubber, pictures of machines and factories, and deserving of mention is a little book naively portraying a war waged with tanks. Another is one which seeks to illustrate the five-year plan. When it is closed, the past is depicted; when open, it glorifies the benefits of future prosperity. The Red Army and its functions are never lost sight of. And this is what Russia gives her children. "Recruiting" the child without fantasy, without love... mass education according to the "plan."

Now for a brief glance at the other countries. Scandinavia, untouched by war, shows books filled with fairy tales in sunny colors. The same is true of Finland and Latvia. Fairy tales, much light, much color. In Holland Rie Cramer still



From The English Bookman  
An illustration from "The Cats in the Basket" (Russian)

reigns supreme. France, Italy, Spain, and Poland, were possibly not favorably represented at this Exhibition, for I saw little to delight a child's heart. It was conspicuous that those nations in which the education of the child rests largely in the hands of the family rather than in those of the state, are strangely backward in the art of juvenile book making.

The Orient: In books for Chinese children, illustrations of the most unbelievable cruelties, tortures, and executions, are taken as a matter of course. In a Japanese book (they are all very colorful, and have a tendency toward the colored woodcut) which shows the twelve months of the year allegorically treated, Santa Claus suddenly appears. India and Persia, on the other hand, have books with woodcuts quite mediaeval in feeling.

An old man with a cape and felt hat and a large fluttering tie enters the exhibition room. He is a type such as one



A page from the traditional "Der Struwwelpeter."

would expect to see only in the Café du Dome in Paris. He is a director of a class in the Institute of Graphic Arts in Berlin, a leading man in his field. Shaking his head, he goes from table to table on which miniature flags show the nationality of the exhibitor: "Do you see how much the children's books of the world have to do with the world in general?"



## The Reviewing of Children's Books

*Anne Carroll Moore's "Third Book of the Three Owls"*

**I**N her preface to the "Third Book of the Three Owls" (Coward-McCann) Anne Carroll Moore makes a contribution to the history of the publishing of children's books, a field in which there has been so much new activity in the last fifteen years. All of this new movement Miss Moore has seen; much of which she was.

As the Three Owls department in *Books of the Herald Tribune* came to a close last season, Miss Moore takes the opportunity afforded by this new book to review the six years of its activity as well as the six years preceding, during which Miss Moore stepped out from her busy life as Director of Children's Work in the New York Public Library to throw her influence toward better books for children through better writing, better publishing and better reviewing. It was in 1918 that she was invited to contribute a general article on children's books for *The Bookman*, then being edited by Robert Cortes Holliday. At that time serious reviewing of children's books was negligible indeed. In her first experiment she discovered among the books that came to hand an American edition of W. H. Hudson's "A Little Boy Lost," and it was through her enthusiastic reviewing and support of this book that she discovered how influential reviews might be.

*The Bookman's* department was conducted on a bi-monthly, and later, on a seasonal basis, from 1919 to 1927, the first sustained contemporary criticism of children's books in this country or in England, and the best of this material was collected in three volumes, "Roads to Childhood," 1920, "New Roads to Childhood," 1923, and finally, "Cross Roads to Childhood," 1926.

Before this series was finished Miss Moore had been asked by the New York

*Herald Tribune*, under the editorship of Stuart Sherman and Irita Van Doren, to contribute a weekly page on children's books, and for this page she adopted the symbol of the owls from the weather vane of the Children's Library at Westbury, Long Island. "I saw three of the owls," said Miss More, "fly away to become the author, the artist and critic symbolized in a headpiece for the new page." "During this period," Miss Moore's foreword goes on to say, "the *Horn Book* was begun as a quarterly edited by Bertha Mahony of the Bookshop for Boys and Girls, the *Saturday Review of Literature* established a department called 'The Children's Bookshop,' and the *New York Times* began publishing individual reviews every other week by Anne Thaxter Eaton. The *Publishers' Weekly* has actively fostered intelligent interest in every phase of bookmaking, and children's books have been accorded a full measure of this consideration."

Children's books published in the decade between 1920 and 1930 reveal more new forms, both outward and inward, than at any other period in their history, writes Miss Moore. With a view of illustrating this point Miss Moore has listed as a supplement to this volume of reviews and discussions a list of books entitled "Distinctive Books of a Decade." 102 volumes have been included in the list, and they have been grouped, first, by:

Originality of Conception, including such books as "The Story of Dr. Dolittle," "The Rootabaga Stories," "Little Machinery," "Hitty," 18 volumes in all.

Originality of Treatment, including such books as Mukerji's "Kari the Elephant," Hawes' "The Mutineers," Finger's "Tales From Silver Lands," 40 volumes in all.

Distinctive for Illustration, including

books that have been illustrated by Lovat Fraser, Dorothy Lathrop, Mary Baker, E. H. Shepard, Lois Lenski, 38 volumes in all.

Translations, including "Inger Johanne's Lively Doings," "Emil and the Detectives," "The Fat of the Cat," 6 volumes in all.

Still another special supplement is the list of "Notes on Contemporary Artists," made by Helen Hammett Owen, which contains comments on 41 artists, both English and American, from artists as long established as William Nicholson and Arthur Rackham to Erick Berry, Wanda Gág and Lynd Ward.

## Budding Collectors

*In the June 27th Issue Miss Lord Contributed Some Thoughts on the Child in the Bookshop. In This Article She Continues Her Observations With Particular Emphasis on the Child Collector*

Katharine Lord

*The Little Book House at Nantucket*

THE usual child wants a story that has some relation to the real life he knows, full of action and one that he calls *exciting* — perhaps the universal word of the book-buying child. It must have to a degree his own view-point, deal with beings similar to himself—i.e. other children or those next-of-kin, domestic pets and creatures of the wild. It must mingle the familiar and the new or strange—perhaps rather more of the first—have a bit of humor, a suggestion of the simpler emotions, and withal that mysterious quality—has anyone ever quite successfully analyzed it?—that makes one hate to put down the book. Are not these requirements, instinctively felt, pretty much the same ones that the adult more selfconsciously applies?

The bookseller's heart is occasionally warmed by the child customer who is outside the average—as by the adult client of the same ilk.

There is the child, just a step or two away from the type—who has some unusually well-defined taste. If he is a boy, it may be for books about science or mechanics, the art of sailing real boats, or the craft of building models. The girl who is a bit precocious is more likely to go in for nature study—there are some very good beginning astronomers, botanists, and bird students among my small clients. And there is the very occasional child who prefers poetry to all else.

And most outstanding in my gallery of portraits come the child collectors. I fancy that every dealer in rarities will have a few of these little clients. The parent of the collecting child has undoubtedly been the original instigator of his activities, or possibly some beloved uncle or friend furnishes the pattern. But once started the young collector develops surprising acumen and taste for his years. He is naturally not as bound by tradition as his elders, and perhaps more open to suggestion.

The mechanics of collecting are no more difficult to learn than arithmetic and spelling, and far more "exciting," to use the child's own word of highest praise. Yet to see a young lad look over a group of rarities, making his selection often with really precocious wisdom, has frequently seemed to a chance spectator little short of a miracle. But near at hand these young collectors are normal boys and girls, full of healthy intellectual curiosity, but as keen on sports and fun as the child not yet so advanced.

There is Jim, now fourteen, who began seriously to collect at ten—possibly earlier—and already has a fine assemblage of sea books, including some excellent rare items. He is a practical seaman, of course, and races his small "cat" in the Rainboat Fleet that makes Nantucket Harbor so colorful during the summer months. In his ancestry there are whalers—those remarkable

captains of an industry that was at the same time as thrilling as any sport ever devised of man, so he comes naturally to his particular subject. Another youngster working under difficulties because of parental indifference was beginning a collection of rare scientific books with emphasis on biology. He was thirteen and was headed for the medical profession, one of those rare children who show their bent early. He already knew his onions, but was hampered by lack of funds—(quite in the picture for a budding collector!) His only purchase in The Little Book House—for he was a bird of passage—was a matter of some weeks. At his first visit he fixed upon two books greatly desired, one priced at \$10 and the other at \$12.50—the first a single small volume in the original cloth and the second item in two volumes, rebound. When I saw that the boy was serious, I told him I would make the price \$10 on either one—the two volume item being in need of binding repairs. Not having the ten, Martin's next step was the "bring mother to see them"—not a success, for the pretty, expensively-dressed young woman looked with cold eye upon the "grubby old books"—what did he want them for anyway? And pleading a tea engagement, she fled. A younger sister was next brought for advice, which sympathetically given, was practical though not quite in the collector's tradition. "I would take this at the same price," she said, "because you will have two books instead of one."

And so the little comedy went on. His "Do you mind if I look at those books again? I don't want to be a nuisance," showed a sympathetic spirit and augured well for the future Galen. Happily the \$10 was forthcoming at last—I never knew from what source—and the lad chose the two volume work, really the better item

for his particular line. The next day he was back again. "Did you know that this is a whaling item?" he asked anxiously. "Because I thought perhaps you would not have reduced it if you did." Truly a great collector in embryo—thoughtful of the interests of his bookseller! He was relieved and pleased when I explained it was my business to know, but praised him for his own keenness in the discovery.

The very latest addition to the fold is a little girl of eight or nine, commencing a collection of American authors by acquiring firsts of Louisa M. Alcott. She finds the quest of these originals as "exciting" as another might his search for first folios or incunabula. A wise elder, of course, gives tactful direction, and the child is laying a sound foundation by learning her subject of the moment thoroughly and well.

Perhaps you are asking what is the bookseller's part in all this? We, of the shop, must, of course, keep always in mind that we are in business to sell goods, to turn a reasonable profit on capital invested, and that bookshops, unlike any other type of mart, have sometimes gone on the rocks through giving too much time and space to tea and toast or literary conversation. But my belief is that the time spent on the child customer is a sound investment as well as a pleasant breather in the race. The bookseller, in helping to mould the child's taste, by unobtrusive suggestion, by setting before him a variety for his choice, by calling attention to an especially good illustration, to an absorbing paragraph, a bit of conversation, is not only helping to lay a foundation of judgment in the already book loving child, but may awaken interest in the boy or girl who is coming more slowly to the conscious joy of reading; and in so doing, is not only selling children's books, but helping to train book-buyers of the future.



# Index to Juvenile Books, Fall, 1931

*Announcements of New Publications from July 1st  
Listed by Author, Title, Illustrator and Series*

**Abbott, Jane.** Bouquet Hill. il. \$1.75 Lippincott

Abe Lincoln, Kentucky boy. Warren, R. \$1.50 Reilly & Lee

**Adams, Eustace L.** Adventures of the boy gliders. \$1.75 Brewer, W. & P.

**Adams, Julia Davis.** Stonewall. il. \$2.50 Dutton

**Adams, Katharine.** Blackthorn. Il. by Frank Dobias. \$2 Macmillan

**Adams, Kathleen,** il. *See Barrie, James.*

Admiral Bobby. Froeschel, G. \$2.50 Harper

Adventures of Peter and Lotta. Beskow, E. \$2.50 Harper

Adventures of the boy gliders. Adams, E. L. \$1.75 Brewer, W. & P.

Adventures of Tom Sawyer. Twain, M. 50 c. Burt

Adventures of Tom Sawyer. Twain, M. \$1 Harper

Adventures of Tom Sawyer. Twain, M. 60 c. Saalfield

Adventures of Tom Sawyer. Twain, M. \$1 Winston

Ah-re-gay, king of the Northland. Knapp, E. E. \$1.50 Milton Bradley

Aircraft builder, Model. Fraser, C. \$2.50 Crowell

Airplane mystery. Stone, R. H. 50 c. Cupples & L.

Airplanes, Prize winners' book of model. Claudio, H., ed. \$3 Bobbs-M.

**Aitchison, Alison E. and Uttley, Marguerite.** North America by plane and train. \$1.50 Bobbs-M.

Alaska bear trails. McCracken, H. \$2.50 Doubleday, Doran

**Alcott, Louisa M.** Eight cousins. Il. (part col.) by Clara M. Burd. \$1.25 Winston

**Alcott, Louisa M.** Rose in bloom. New ed. 50 c. Burt

Alder Gulch gold. Schultz, J. W. \$1.75 Houghton M.

**Aldin, Cecil.** Hunting. (Introductory books on sports) il. \$2 Coward-McCann

**Aldin, Cecil,** il. *See Ashmore, Marion; Hun-loke, Lady.*

**Alger, Joseph.** *See June, Larry.*

Ali the camel. Wells, R. \$2 Doubleday, Doran

All through storyland. no. 365. il. (part col.) \$1 Saalfield

All true. Story of actual adventures which have happened to ten women of today. il. \$1.75 Brewer, W. & P.

**Allan, Grace.** *See Fike, Nita.*

**Allen, Merritt P.** Hermit of Honey Hill. il. \$2 Century

Amazing adventures of Ali. Lindsay, M. \$2 Lothrop, L. & S.

**Ambler, Mary B.** Man and his riches. \$1.25 Rockwell

Ameliaranne with the circus. Gilmour, M. \$1.50 McKay

American Indians, Folk tales of North. Wynn, D. 75 c. McKay

American songs for children. Palmer, W. B., comp. \$2.50 Macmillan

Ammon: a lad of Palestine. King, M. \$1.75 Houghton M.

Among the leaves and grasses. Waugh, D. \$2.50 Holt

**Amory, Montford,** il. *See Driscoll, Charles.*

**Andersen, Hans.** New ed. 24 col. il. \$3 Lippincott

**Andersen, Hans.** Ugly duckling. adapted. col. il. 50 c. Saalfield

**Andersen, Hans.** Wonder stories. il. (part col.) \$2.50 Houghton M.

**Andersen, Johannes C.** Myths and legends of the Polynesians. 48 il. (part col.) \$5 Farrar & R.

**Anderson, Frederic A.,** il. *See Pier, A. S.*

**Anderson, Paul L.** For freedom and for Gaul. Il. by Margaret P. Duhring. \$2 Appleton

Angus and the cat. Flack, M. \$1 Doubleday, Doran

Animal pals. Wager-Smith, C., ed. \$1 Macrae-Smith

Animal stories no. 846. Toon, G. E. \$1 Saalfield

Animal, vegetable or mineral. Flight, C. \$1.75 Oxford

Animals of a sagebrush ranch. Pratt, A. D. \$2.50 Rand McNally

Animals, Wild, of America. Morse, G. F. 50 c. Rockwell

Anna Mary: a girl of the nineties. Fitler, M. B. \$2 Harper

Ant world, Wonders of. Ewers, H. H. \$2.50 Dodd, M.

**Appleton, Honor C.,** il. *See Cruse, Amy.*

Arabia. Ikbal Ali Shah, Sirdar. \$1 Macmillan

**Archer, Gleason L.** Mayflower heroes. Il. by Henry Pitz. \$3 Century

**Archer, Lane.** Mystery mansion. Il. by Charles Hargens. \$1.75 Penn

**Aris, Ernest.** il. See Spyri, Johanna.

**Armer, Laura Adams.** Waterless mountain. 16 il. by Sidney and Laura Adams Armer. \$3 Longmans

Army boys ser. See Randall, Homer.

**Arnold, Nason H.** Rusty's travels. Il. by Griswold Tyng. \$1.50 Lothrop, L. & S.

Around the hearthfire. Harper, W. \$2.50 Appleton

Around the world in eight days. Post, W. \$2.50 Rand McNally

Arrow of Tee-May. Moon, G. \$2 Doubleday, Doran

**Artzybasheff, Boris.** Poor Shaydullah! Il. by author. \$2.50 Macmillan

**Artzybasheff, Boris.** See Bock, George.

**Ashmore, Marion.** Lost, stolen or strayed. 31 il. (1 col.) by Cecil Aldin. \$2 Scribner

At the crossroads. Hopley, F. D. 30 c. Augustana

At the inn of the guardian angel. de Ségur, Countess. \$2 Houghton M.

**Atwater, Richard.** Doris and the trolls. Il. by John Gee. \$1.50 Rand McNally

Autobiography of a clown. Marcosson, I. F. \$1.50 Dodd, M.

Automobiles, I like. Baruch, D. \$1.75 John Day

**Avinoff, A.** il. See Noel, Sybille.

**Avison, George,** il. See Barbour, Ralph Henry; Burroughs, R. J.

Away to sea. Meader, S. W. \$2.50 (?) Harcourt

**Babbitt, Adeline.** See Hubbard, Alice.

**Babcock, Bernie.** Light-horse Harry's boy: Robert E. Lee. 4 il. by Walter Pyle. \$1.75 Lippincott

**Bacon, Josephine Daskam.** Luck of Lowry. Il. by Joan Esley. \$2 Longmans

**Bacon, Peggy.** Lion-hearted kitten. Il. by author. New ed. \$1.75 Macmillan

**Bailey, Carolyn Sherwin.** Stories children want. Il. by Jack Perkins. \$1.75 Milton Bradley

**Baker, Ellen Friel.** Wonderful story of music. il. \$2.50 Crowell

**Baker, Nina Brown.** Secret of Hallam House. Il. by F. J. Buttera. \$1.50 Lothrop, L. & S.

**Baker, Willard F.** Bob Dexter and the seaplane mystery. 50 c. Cupples & L.

Balchen (Bernt): Viking of the air. Lawrence, J. \$1.75 Brewer, W. & P.

**Balcom, Lowell L.** il. See James, Bessie Rowland.

**Baldwin, Faith.** Mary Lou. il. \$2 Dodd, M.

**Balmer, Clinton.** il. See Meador, Stephen W.

Baltic states. Spaul, H. \$1 Macmillan

**Barbour, Ralph Henry.** Il. by George Avi-son. Fumbled pass. \$2 Appleton

Barnaby Rudge. Dickens C. \$2 Dodd, M.

**Barnes, Franklin.** Man and his records. \$1.25 Rockwell

**Barney, Maginel Wright.** Weather signs and rhymes. il. \$2.50 Knopf

**Barr, Carolyn.** Six plays for six grades. 50 c.; \$1 Penn

**Barrie, James.** Peter Pan and Wendy. (Retold for nursery by May Byron) Il. by Kathleen Adams. 75 c. Scribner

Barrow brothers books. See Bechdolt, J.

**Bartlett, Arthur C.** General Jim. \$1.75 Wilde

**Bartlett, Floy Little, and Conover, Alida.** Busy book. il. \$1 Doubleday, Doran

**Barton, May Hollis.** Charlotte Cross and Aunt Deb. 50 c. Cupples & L.

**Baruch, Dorothy.** I like automobiles. Il. by Gyo Fujikawa. \$1.75 John Day

**Beard, Patten.** Pantalette doll. Il. by Eleanore Mineah Hubbard. \$1.50 Whitman

Beatitudes in Lincoln Square. Olson, J. H. \$1 Augustana

**Beaty, John Y.** il. ea. 50 c. Rockwell

New titles: Old Abe—Spotty; the story of a Holstein cow—Sunshine Rose; the story of a Shetland pony.

**Bechdolt, Jack.** Barrow brothers books. ea. \$1 Cosmopolitan Bk. Corp.

Titles: Lost Vikings; Jungle diamonds.

**Becher, Arthur E.** il. See Turner, Nancy Byrd.

**Beck, L. Adams.** Joyous story of Astrid. il. \$2 Cosmopolitan Bk. Corp.

**Beck, Peggy Paver,** il. See Bloom, Margaret; Wynne, May.

**Becker, Bob.** Land of the takatu. \$1.50 Reilly & Lee

**Bedford, Francis D.** il. See Coatsworth, Elizabeth; Lucas, Edward Verrall.

Bedtime animal story book, The. See Colorful story books for little boys and girls.

Bee line, Following the. Morse, G. F. \$1.25 Rockwell

Beethoven, master musician. Goss, M. \$2.50 Doubleday, Doran

Behind the battlements. Linnell, G. \$2 Macmillan

**Bell, Betty Boyd.** Circus. il. \$1.75 Brewer, W. & P.

**Bennett, C. M.** Tim Kane's treasure. il. \$2 Dutton

**Bennett, Richard,** il. See Reese, Lizette Woodworth.

Benny and his penny. Lenski, L. \$2 Knopf

**Berge, Victor and Lanier, Henry Wysham.** Pearl diver. Il. by Stephen Haweis. (Windmill bks.) \$1 Doubleday, Doran

**Berger, Helen.** Nobody's Joan. \$1.50 Barse

**Berger, W. M., il.** See Crew, Helen Coale; Lindsay, Maud.

**Bergman, Annie.** Karl's wooden horse. Il. by author. \$1 Laidlaw

**Berndt, W.** Smitty the jockey. 60 c. Cupples & L.

**Berry, Erick.** Illustrations of Cynthia. Il. by Ruth King. \$2 Harcourt

**Berry, Erick.** Mom Du Jos. Il. by author. \$1.75 Doubleday, Doran

**Berry, Erick,** il. See Best, Herbert; Le Fevre, Felicite; Fyleman, Rose; Hillyer, William Hurd; Malkus, Alida Sims; Miller, Janet.

**Beskow, Elsa.** Adventures of Peter and Lotta. 16 (col.) il. \$2.50 Harper

**Beskow, Elsa.** Buddy's adventures in the blueberry patch. 17 (col.) il. \$2 Harper

**Beskow, Elsa.** Peter's voyage. il. by author. \$2 Knopf

**Best, Herbert.** Son of the whiteman. Il. by Erick Berry. \$2 Doubleday, Doran

Best college stories I know. Minot, J. C. \$2 Wilde

Betty Gordon on No-trail Island. Emerson, G. B. 50 c. Cupples & L.

**Bianco, Margery Williams.** House that grew smaller. Il. by Rachel Field. \$1.50 Macmillan

Bible, Children's. Sherman, H. A. \$1 Scribner

**Biddle, George.** Green island. il. \$2.50 Coward-McCann

Big enough. James, W. \$2.50 Scribner

**Bill, Alfred H.** Wolf in the garden. Il. by Edward Thorne Thompson. \$2 Longmans

Bingo is my name. Stoddard, A. & Hader, E. and B. \$1 Century

**Birch, Reginald.** il. See Chambers, Robert W.

Bird book for children. Shankland, F. N. \$1 Saalfield

Bird-house to let. Terrel, M. F. \$1.50 Stokes

**Birney, Hoffman.** Two little Navajos. Il. by Jean Macdonald. \$1.50 Penn

**Bischoff, Ilse, il.** See Phillips, Ethel Calvert.

Black Beauty. Sewell, A. \$1 Macmillan

Black Hawk's trail. Bloom, M. \$1.50 Laidlaw

Blackie Thorne at Camp Lenape. Saxon, C. 50 c. Penn

Blackie's Children annual. \$1.50 Barse

Blackthorn. Adams, K. \$2 Macmillan

**Blackwood, Algernon.** See Number nine Joy Street.

**Blanding, Don.** Stowaways in Paradise. il. \$2.50 Cosmopolitan Bk. Corp.

**Bloom, Margaret.** Black Hawk's trail. Il. by Peggy Paver Beck. \$1.50 Laidlaw

Blue elephant; the pink pig. McNeil, M. L. 50 c. Saalfield

Blue junk, The. Holton, P. \$2 Longmans

Blue mountain. Lull, M. Y. \$2 Harper

Blue teapot and other Sandy Cove stories. Dalgliesh, A. \$2 Macmillan

**Blum, Alex A., il.** See Wade, Mary H.

Bob Dexter and seaplane mystery. Baker, W. F. 50 c. Cupples & L.

Bob Hanson Stories. See Carter, Russell Gordon.

Bobby and Betty. Strang, Mrs. H. 50 c. Barse

**Bock, George and Artzybasheff, Boris.** What makes the wheels go 'round? \$2 Macmillan

**Bock, Vera, il.** See Karazin, N.

**Bode, Boyd H.** See Lumley, F. E.

**Bolton, Ivy.** Shadow of the crown. 6 il. by Henry C. Pitz. \$2 Longmans

Bomba the jungle boy among the pygmies. Rockwood, R. 50 c. Cupples & L.

**Bonner, Mary Graham.** Magic clock. Il. by Luxor Price. \$2 Macaulay

Boochy's wings. Weaver, A. V. \$1.50 Stokes

Book of American presidents, The. Hathaway, E. V. \$2.50 Whittlesey House, McGraw-H.

Book of camp and trails. Grey, Z. \$2 Harper

Book of dragons. Fuller, O. M. \$2.50 McBride

Book of great old stories. Hoppin, F. S. \$2.50 McKay

Book of something to do. (Stampcraft ser. D.) \$1.25 Barse

Book of the sailing-ship. Rogers, S. \$2.75 Crowell

Book of the woods. Gauss, M. \$1.50 Laidlaw

Boone (Daniel), pioneer. Seymour, F. W. \$2 Century

**Borie, Lysbeth Boyd.** More poems for Peter. Il. by Lisl Hummel. \$1.75 Lippincott

Bouquet Hill. Abbott, J. \$1.75 Lippincott

**Bouton, Elizabeth Gladwin.** Grandmother's doll. Il. (col.) by Helene Carter. \$2.50 Duffield

**Bowman, Charlot, il.** See Savery, Constance.

Box of daylight. Hillyer, W. H. \$2.50 Knopf

Boy campers. Hillcourt, W. \$1.75 Brewer, W. & P.

Boy of the South seas. Tietjens, E. \$2.50 Coward-McCann

Boy scouts year book, 1931. Mathews, F. K. \$2.50 Appleton

Boy who loved the sea. (Captain James Cook). Wade, M. H. \$1.75 Appleton

Boy with Edison. Simonds, W. A. \$2 Doubleday, Doran

Boys' book of honor. West, J. E. \$1.75 Revell

Boys' book of West Point. Knapp, G. L. \$2 Dodd, M.

Boys' life of Bobby Jones. Keeler, O. B. \$2 Harper

Boys' life of Washington. Nicolay, H. \$2.50 Century

Boys' life of Washington. Holmes, M. D. ed. \$2 Winston

**Brann, Esther.** Nicolina. Il. by author. \$2 Macmillan

Brass Keys of Kenwick. Seaman, A. H. \$2 Doubleday, Doran

Brave tales of real dogs. Pease, E. F. \$1.50 Whitman

**Brehm, Worth, il.** See Twain, Mark.

Brian of the mountain. Casserley, A. \$1.50 Harper

**Bridgman, L. J., il.** See Forbes, Katherine R.

Bright book of lights. Minnich, H. B. \$1.50 Stokes

**Brill, E. C.** Island of yellow sands. ("Time tested" dollar bks.) \$1 Macrae-Smith

**Brisley, Joyce Lankester, il.** See Wynn, David.

British race, Hero myths and legends of the. Ebbutt, M. E. \$5 Farrar & R.

**Brock, Emma L.** Greedy goat. Il. by author. \$1.75 Knopf

**Brock, Emma L., il.** See Segur, Madame de

**Brock, H. M., il.** See Frazer, Lady; Keary, A.

**Brockman, Ann, il.** See Seaman, Augusta Huiell.

**Bronson, Wilfred, il.** See Patch, Edith M.

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BROOKE-CHILDREN'S

Brooke, Leslie L., il. *See* Hill, G. F.

Brooks, Jonathan. Pigskin soldier. Il. by Grattan Condon. \$1.50 Doubleday, Doran

Brown, Beatrice Bradshaw. Doll's day. il. \$1.75 Little, B.

Bryant, Lorinda Munson. Children's book of animal pictures. il. \$2.50 Century

Buck, Bob. Burning up the sky. il. \$1.75 Putnam

Bud Bright and the counterfeiters. Powell, A. Van B. 50 c. Penn

Bud Bright and the drug ring. Powell, A. Van B. 50 c. Penn

Buddy's adventures in the blueberry patch. Beskow, E. \$2 Harper

Builders and books. Marble, A. R. \$2.50 Appleton

Building a house in Sweden. Cautley, M. \$1.50 Macmillan

Bull, Charles Livingston, il. *See* Hoyt, Vance Joseph.

Bullard, Marion. Robbers in the garden. Col. il. by author. \$2 Dutton

Bunny, hound and clown. Mukerji, D. G. \$2.50 Dutton

Bunyan, John. Pilgrim's progress. New ed. Il. by H. J. Ford. \$1.75 Macmillan

Burd, Clara M., il. *See* Alcott, Louisa M.; Stevenson, Robert Louis; Toon, Gladys E.

Burning up the sky. Buck, B. \$1.75 Putnam

Burrell, David DeForest. Three little angels. (Lost star ser.) 40 c. Revell

Burro's money bag. Thomas, M. L. \$1 Abingdon

Burroughs, R. J. Smiley Adams. 6 il. by George Avison. \$2 Longmans

Burroughes, Dorothy. The journeyings of Selina Squirrel. 40 il. by author. \$1 Harper

Burtis, Thomson. Evans: air ranger. \$1.50 Holt

Burtis, Thomson. Straight shooting. Il. by Frank Dobias. \$2 Doubleday, Doran

Bushy boy and the fox hounds. Campbell, R. \$1.50 Sears

Busy book. Bartlett, F. L. and Conover, A. \$1 Doubleday, Doran

Buttera, F. J., il. *See* Baker, Nini Brown; Drake, Emily Hopkins.

Butterfly land. Olfers, Sibylle. v. il. \$1.50 Stokes

By rocket to the moon. Gail, O. W. \$2.50 Sears

Byington, Eloise. Mother Goose fun. il. (col.) by Kathleen S. Frantz. \$1 Whitman

Byrd's dogs. O'Brien, J. S. 50 c. Rockwell

Byron, May. *See* Barrie, James.

Cady, Harrison, il. *See* Palmer, Winthrop B.

Calico bush. Field, R. \$2.50 Macmillan

Camp Lenape stories. il. 50 c. ea. Penn  
New titles Saxon, Carl. Blackie Thorne at Camp Lenape; Mystery at Camp Lenape.

Campbell, Harriette R. Piper's lad. Il. by Lui Trugo. \$2 Harper

Campbell, Ruth. Bushy boy and the fox hounds. Il. (part col.) by Howard L. Hastings. \$1.50 Sears

Campfire girls ser. *See* Penrose, Margaret.

Camps and trails, Book of. Grey, Z. \$2 Harper

Can you answer it? Fikes, N., comp. 50 c. Oxford

Candle in the mist, A. Means, F. C. \$2 Houghton M.

Cannon, Cornelia James. Lazaro in the Pueblos. Il. by Marian Cannon. \$2 Houghton M.

Carcajou. Snell, L. W. \$1 Cupples & L.

Carter, Helene, il. *See* Bouton, Elizabeth Gladwin; Linnell, Gertrude; Verne, Jules; Wordsworth, William.

Carter, Russell Gordon. His own star. 19 il. (1 col.) by Heman Fay, jr. \$2 Little, B.

Carter, Russell Gordon. Singing dog. Il. by Oliver Herford and photos. \$1.50 Penn

Casserley, Anne. Brian of the mountain. Il. by author. \$1.50 Harper

Castle secrets. Sievwright, J. \$2 Little, B.

Caswell, Edward C., il. *See* Evans, Rear-Admiral E. R. G. R.

Cautley, Marjorie. Building a house in Sweden. Il. by Helen Sewell. \$1.50 Macmillan

Caves, tents and houses. Stephenson, M. B. 50 c. Rockwell

Chadwick, Mara L. Pratt. Wonder legends of Norseland.—Story of Columbus. New eds. il. ea. \$1 Whitman

Chaffee, Allen. Forest giant. Il. by Hugh Spencer. \$2 Milton Bradley

Chaffee, Allen. Penn the penguin. il. \$2 Cape & Smith

Chambers, Robert W. Outdoorland. Col. il. by Reginald Birch and Elizabeth Shippen Green. \$2.50 Appleton

Champion, The. Pier, A. S. \$2 Penn

Chapman, Billie, il. *See* Le Bert, Mae V.

Charlot, Jean, il. *See* Shannon, Monica.

Charlotte Cross and Aunt Deb. Barton, M. H. 50 c. Cupples & L.

Charlton, George, il. *See* Hughes, Richard.

Chase, Josephine. Green jade necklace. (Detective stories for young people) 50 c. Penn

Chatterbox. Cupples & L.

Cheesman, Lillian. Peter and his pals. 6 il. (col.) \$2 McKay

Chicken town. Gawthorpe, G. B. \$1 Stokes

Chidsey, Alan Lake. Odysseus: Sage of Greece. Il. by Lois Lenski. \$2.50 Minton, B.

Child Christopher. *See* Martin, John.

Child of Urbino. de la Ramée, L. 60 c. Whitman

Children annual, Blackie's. \$1.50 Barse

Children of China. Kiner, G. 50 c. Rockwell

Children of Italy. Mawdsley, D. M. 50 c. Rockwell

Children of the housetops. Mirza, Y. B. \$2 Doubleday, Doran

Children's bible. Sherman, H. A. \$1 Scribner

Children's book of animal pictures. Bryant, L. M. \$2.50 Century

Children's bookshelf. il. (part col.) ea. \$1.25 Winston  
New titles: Alcott, L. M. Eight cousins; Dumas, A. Three musketeers; Twain, M. Adventures of Tom Sawyer.

Children's fairy tales. 75 c. Goldsmith  
Children's lamp. Hill, M. L. \$2 McKay  
Children of Italy. Mawdsley, M. D. 50 c. Rockwell

Children's own books, The. ser. 20 titles. ea. 35 c. Benziger Bros.

Child's garden of verses. Stevenson, R. L. \$1 Barse  
Child's garden of verses. Stevenson, R. L. \$1 Saalfield  
Child's garden of verses. Stevenson, R. L. \$1 Scribner

Chin, Chin, Chineseman. Head, F. N. \$2 Dutton

China, Children of. Kiner, G. 50 c. Rockwell  
Ching-Li and the dragons. Howard, A. W. \$3 Macmillan

Choate, Florence, and Curtis, Elizabeth. Pinafors and pantalets. il. \$2 (?) Harcourt  
Christ Child. Petersham, M. & M. \$2 Doubleday, Doran

Christmastime book. VanDerveer, L. C. 50 c.; \$1 Penn

Companion ser. See Melville, Herman.

Christmas everywhere. Sechrist, E. H. \$2.50 Roland Swain

Christmas recitations for young and old. Shipman, D. 50 c.; \$1 Penn

Chukovsky, Korney. Crocodile. il. \$1.50 Lippincott

Circle of the braves. Thompson, W. \$2 Stokes

Circus. Bell, B. B. \$1.75 Brewer, W. & P.  
Circus. Eipper, P. \$3 Viking  
Circus day. Cooper, C. R. \$2 Farrar & R.  
Clarke, Covington. Mosby's night hawk. \$1.50 Reilly & Lee

Clash of arms. Grove, J. \$3 Dodd, M.  
Claudy, Carl H., ed. Prize winners' book of model airplanes. \$3 Bobbs-M.  
Cleaver, Hylton. Term of thrills. \$1.50 Warne

Cleveland, Reginald M. Guard, son of Cop. Il. by S. Edwin Megargee. \$2.50 Milton Bradley

Coatsworth, Elizabeth. Knock at the door. Il. by Francis D. Bedford. \$2 Macmillan

Cock, the mouse and the little red hen. Lefeuvre, F. 50 c. Saalfield

Coleman, Satis N. Gingerbread man. Il. by Ruth Hambidge. \$2.50 John Day

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College boy in the revolution. Tomlinson, P. G. \$2 Dodd, M.

College boy under the king. Tomlinson, P. G. \$2 Dodd, M.

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Collins, Berkeley. Island of gold and other stories. \$1.25 Revell

Colorful story books for little boys and girls. ea. \$1 Altemus  
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Columbus, Story of. Chadwick, M. L. P. \$1 Whitman

Columbus, Since. Thomas, L. \$2 Morrow  
Coming of the dragon ships. Everson, F. M. \$2 Dutton

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Connor, J. Hal. Sandy, the tin soldier of the A. E. F. Il. by Kurt Wiese. \$1 Laidlaw

Conover, Alida. See Bartlett, Floyd Little.

Conquistador. Craine, E. J. \$2.50 Duffield

Cook (Captain James). See Wade, Mary H.

Cooper, Courtney Ryley. Circus day. 32 il. \$2 Farrar & R.  
Copp, Lillian Grace. Joyous Peggy. \$1.50 Cupples & L.

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Corwin, Louis. Old man swordfish. Il. by Horvath. \$1.75 Mohawk Press

Cottler, Joseph, and Jaffe, Haym. Heroes of civilization. \$3 Little, B.

Cotton, Henry. Golf. il. (Introductory books on sports.) \$2 Coward-McCann

Council of the gods. Harshaw, R. \$2 Rockwell

Coyle, Charles W. Gold. Il. by F. J. Lefevre. \$1.50 Milton Bradley

Craine, E. J. Conquistador. Il. by Henry Pitz. \$2.50 Duffield

Cramer, Rie. Diamond Princess. Il. by author. \$2.50 Warne

Cranes flying south. Karazin, N. \$2.50 Doubleday, Doran

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Curly tops at Happy House. Garis, H. R. 50 c. Cupples & L.

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Daugherty, James, il. *See* Parkman, Francis.

d'Aulaire, Edgar Parin, il. *See* Scott, Gabriel.

d'Aulaire, Ingri. Magic rug. Il. by Edgar Parin d'Aulaire. \$2.50 Doubleday, Doran

Dauteur, May Mulvany. Joan and Pierre. Il. by author. \$2 Doubleday, Doran

David goes to Iceland. Putnam, D. B. \$1.75 Brewer, W. & P.

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Davis, Mary Gould. Truce of the wolf. il. \$2.50 Harcourt

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Days of gold. Warner, A. S. \$1.75 Bobbs-M.

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Defoe, Daniel. Young folks Robinson Crusoe. (adapt. by Mary Godolphin.) il. new ed. \$1 Whitman

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Deuel, John V. Indians, crocodiles, and monkeys. il. \$2 Century

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d'Harnoncourt, René. Hole in the wall. Il. by author. \$2 Knopf

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Dolls' house. Fyleman, R. \$1.50 Doubleday, Doran

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August 29, 1931

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Foster, William, il. *See* Starkey, Robert  
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Frantz, Kathleen S., il. *See* Byington, Eloise.  
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Fry, Margaret. Man and his customs. \$1.25 Rockwell  
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Gay, Zhenya and Jan. Shire Colt. Il. by authors. \$2; Ltd. ed. \$10 Doubleday, Doran  
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Hambidge, Ruth, il. *See* Coleman, Satis N.

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Hargens, Charles, il. *See* Archer, Lane.

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Hawkes, Clarence. Peter. Il. by Griswold Tyng. \$1.50 Lothrop, L. & S.

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Morse, George F. Following the bee line.  
\$1.25 Rockwell  
Morse, George F. Wild animals of America.  
(Picture strip b'ks) il. 50 c. Rockwell  
Morton, Captain J. P., il. *See* Hay-Brown,  
R. L.  
Mosby's night hawk. Clarke, C. \$1.50  
Reilly & Lee  
Mostly Mary. Rae, G. \$1 Morrow  
Mother Goose fun. Byington, E. \$1  
Whitman  
Mother Gooseville. 75 c. Goldsmith  
Motor boys on road and river. Young, C.  
50 c. Cupples & L.  
Moufflon, the dog of Florence. de la Ramée,  
L. 60 c. Whitman  
Mountsier, Mabel. Singing youth. New ed.  
il. \$1.50 Harper  
Mukerji, Dhan Gopal. Bunny, hound and  
clown. Il. by Kurt Wiese. \$2.50 Dutton  
Murphy, Mabel A. When Washington was  
young. Il. by Zabeth Selover. \$1.50  
Laidlaw  
Music, Wonderful story of. Baker, E. F.  
\$2.50 Crowell  
Music, Young masters of. Roberts, M. N.  
\$2.50 Crowell  
Muskox. Peary, M. A. \$2 Morrow  
My blue book. Read, H. S. \$2 Scribner  
My caravan. Grover, E. O. \$1 Laidlaw  
My Indian boyhood (ota k'te). Chief Stand-  
ing Bear. \$1.75 Houghton M.  
My pet stories. 75 c. Goldsmith  
Mystery at Camp Lenape. Saxon, C. 50 c.  
Penn  
Mystery boys at Round Lake. Garis, H. R.  
\$1.50 Milton Bradley  
Mystery boys ser. *See* Garis, Howard R.  
Mystery chest. Evans, Rear-Admiral E. R.  
G. R. \$2 Farrar & R.  
Mystery cross. Hadath, G. \$2 Stokes  
Mystery mansion. Archer, L. \$1.75 Penn  
Mythology, Introduction to. Spence, L. \$3  
Farrar & R.  
Myths and legends, Hero—of the British race.  
Ebbutt, M. E. \$5 Farrar & R.  
Myths and legends of the Polynesians.  
Andersen, J. C. \$5 Farrar & R.  
Myths of Mexico and Peru. Spence, L. \$5  
Farrar & R.  
Nash, F. O. H. Kattie of the Balkans. il.  
\$1 Warne  
Nash, J. V. How the world lives. \$1.25  
Rockwell  
Nash, J. V. Races of men. (Story of man  
ser.) il. \$1.25 Rockwell  
Natalie and the Brewsters. Drake, E. H.  
\$1.50 Lothrop, L. & S.  
Nathan, Adele Gutman, il. *See* Ernst, Mar-  
garet.  
Navajos, Two little. Birney, H. \$1.50 Penn  
Nesbitt, Philip. Trum Peter's tea party. il.  
\$1.50 Coward-McCann  
Neville, Vera. Meddlesome mouse. il. \$2.50  
Macmillan  
New Orleans, Marie of old. Radford, R. L.  
\$2 Penn  
New Testament stories. Faris, L. A. \$2  
Platt & M.  
New York, Frontier girl of. Curtis, A. T.  
\$2 Penn  
Newberry, Clare. Herbert the lion. il. \$2  
Brewer, W. & P.

**Newcomb, Ambrose.** ea. 35 c. Goldsmith  
New titles: Sky detectives; Eagles of  
the sky; Wings over the Rockies; Sky  
pilot's great chase; Trackers of the fog  
pack; Flying the coast skyways.

**Newell, Peter.** Hole book. Spec. ltd. ed. il.  
75 c. Harper

**Nicholas, H. G.** il. *See* Garis, Howard R.

**Nicolay, Helen.** Boys' life of Washington. il.  
\$2.50 Century

**Nicolina.** Brann, E. \$2 Macmillan

**Night before Christmas.** Moore, C. \$1.50  
Lippincott

**Nip and Tuck, the naughty dachshunds.** Cur-  
tis, C. T. \$1 Longmans

**Nobody's Joan.** Berger, H. \$1.50 Barse

**Noel, Sybille.** Magic bird of Chomo-Lung-  
Ma. Il. by A. Avinoff. \$3.50  
Doubleday, Doran

**Noisy-Noisette.** (Squirrel Nutkin in French.)  
Potter, B. 75 c. Warne

**Norris, Margaret.** Heroes and hazards. il.  
\$2.50 Macmillan

**Norseland, Wonder legends of.** Chadwick,  
M. L. P. \$1 Whitman

**North America: the land they live in, for the  
children who live there.** Mitchell, L. S.  
\$3.50 Macmillan

**North America by plane and train.** Aitch-  
ison, A. E. & Uttley, M. \$1.50 Bobbs-M.

**North American Indians, Folk tales of.** Wynn, D. 75 c. McKay

**Northern lights.** Fonhus, M. \$2 Longmans

**Now and then: here and there.** Smalley, J.  
\$1.75 Morrow

**Number nine Joy street, by a Group of Eng-  
lish authors: Algernon Blackwood; Laur-  
ence Housman, and others.** Il. by Irene  
Mountfort, and others. \$2.50 Appleton

**O'Brien, John S.** Byrd's dogs. (Picture strip  
bks.) 50 c. Rockwell

**O'Brien, Rev. Raymond J.** Midget. \$1.25  
Benziger Bros.

**Odysseus: Sage of Greece.** Chidsey, A. L.  
\$2.50 Minton, B.

**Olcott, Frances Jenkins.** Tales of the Per-  
sian genii. Il. by Willy Pogany. \$3  
Houghton M.

**Old Abe.** Beaty, J. Y. 50 c. Rockwell

**Old man swordfish.** Corwin, L. \$1.75  
Mohawk Press

**Old nurse's stocking basket.** Farjeon, E.  
\$1.75 Stokes

**Old Raven's world.** Maury, J. W. \$2  
Little, B.

**Old Testament stories.** Faris, L. A. \$2  
Platt & M.

**Old town clock.** Stevens, R. M. \$1  
Lothrop, L. & S.

**Oldham, Marion.** il. *See* Sterrett, Frances R.

**Olfers, Sibylle, v.** il. Butterfly land; Little  
princess in the wood. English by Helen  
Dean Fish. ea. \$1.50 Stokes

**Olson, John Helmer.** Beatitudes in Lincoln  
Square. \$1 Augustana

**Omnibus Jules Verne.** \$3 Lippincott

**Once there was a crocodile.** Reichel, M. S.  
"Margaret." \$1.50 Macmillan

Once there was and was not. Dane, G. E.  
\$2 Doubleday, Doran

One boy too many. Mitchell, L. 50 c.  
Cupples & L.

Orange winter. Medary, M. \$2 Longmans

Oregon trail. Parkman, F. \$3 Farrar & R.  
O'Reilly of Notre Dame. Wallace, F. \$2  
Farrar & R.

**Orton, Helen Fuller and Frantz, Marie  
Louise.** Snappy, the puppy dog. il. \$1.50  
McBride

**Orton, Helen Fuller.** Twin lambs. 11 il.  
(5 col.) by Marjorie Flack. \$1.25 Stokes

Other side of the mountain. Justus, M. \$1.50  
Doubleday, Doran

Ourselves and the world. Lumley, F. E. \$3  
Whittlesey House, McGraw-H.

Out of the flame. Lownsbery, E. \$2.50  
Longmans

Outdoorland. Chambers, R. W. \$2.50  
Appleton

Over famous threshholds. Gilbert, A. \$2  
Century

**Ovington, Mary White.** Zeke. Il. by Natalie  
H. Davis. \$2 Harcourt

Painted moccasin. Moon, C. \$2.50 Stokes

Paintings, Home book of great. Hurll, E.  
\$2.50 Houghton M.

**Palm, Edith Cling.** Little folks' hour. il.  
25 c. Augustana

**Palmer, Winthrop B., comp.** American songs  
for children. Il. by Harrison Cady. \$2.50  
Macmillan

Pantalette doll, The. Beard, P. \$1.50  
Whitman

Papa Peacock. Lefevre, F. \$1.50 Brewer

**Papé, Frank C.** il. *See* Lamb, Charles.

Paris, To, with Aunt Prue. \$2 Penn

**Parkman, Francis.** Oregon trail. Il. by  
James Daugherty. \$3 Farrar & R.

**Parkman, Mary R.** High adventurers. il.  
\$2 Century

**Patch, Edith M.** Holiday hill. Il. by Wil-  
frid Bronson and photos. \$2 Macmillan

Patchy zoo, The. Sauer, S. \$2.50 Warne

Patient Pat joins the circus. *See* Wee books.

**Patterson, Henry W.** Secret empire. il. \$2  
Coward-McCann

**Paxson, Mary.** Mary Paxson: her book. Il.  
by Pelagie Doane. \$1 Doubleday, Doran

Pearl Diver. Berge, V. \$1 Doubleday

Pearls of fortune. Lide, A. A. \$2 Little, B.

**Pearse, Susan B.** il. *See* Gilmour, M.

**Peary, Marie Ahnighito.** Muskox. Il. (col.)  
by Kurt Wiese. \$2 Morrow

**Pease, Eleanor Fairchild.** Brave tales of real  
dogs. Il. by R. J. Rice. \$1.50 Whitman

**Peat, Fern Bisel.** *See* Leet, Frank R.; Shank-  
land, Frank N.

**Peck, Anne Merriman.** Young Germany. Il.  
by the author. \$2.50 McBride

Pedrin. El conejo travieso. (Peter Rabbit  
in Spanish.) Potter, B. 75 c. Warne

Peeps at many lands. il. ea. \$1 Macmillan

New titles: Ikbal Ali Shah, Sirdar.  
Arabia; Spaul, H. Baltic states.

**Peers, Frank.** il. *See* Eells, Elsie Spicer.  
Peggy and Peter: what they did today.  
Towsley, L. \$2 Farrar & R.

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PEGGY-PROCTOR

Peggy Moran. Low, R. I. \$1 Benziger Bros.

Penn the penguin. Chaffee, A. \$2 Cape & Smith

Penrod, his complete story. Tarkington, B. \$2.50 Doubleday, Doran

Penrose, Margaret. Campfire girls ser. ea. 35c. Goldsmith  
New titles; Campfire girls of Roselawn; Campfire girls on the program; Campfire girls on Station Island; Campfire girls at Forest Lodge.

Perard, Victor, il. *See* Eaton, Jeanette.

Pérez-Guerra, Anne. Poppy, or the adventures of a fairy. Il. by Benton West. \$1 Rand McNally

Perkins, Jack, il. *See* Bailey, Carolyn Sherwin.

Perkins, Lucy Fitch. Pickaninny twins. Il. by author. \$1.75 Houghton M. Perry and Polly's pictures. Lawrence, J. 50c. Barse

Perts, Michael, il. *See* Kennell, Ruth Epperson; Yershov, Peter.

Peru, Myths of Mexico and. Spence, L. \$5 Farrar & R.

Peter. Daru, J. \$2.50 Dutton

Peter. Hawkes, C. \$1.50 Lothrop, L. & S.

Peter and his pals. Cheesman, L. \$2 McKay

Peter Pan and Wendy. Barrie, J. (Retold by May Byron.) 75c. Scribner

Peter, Patter, and Pixie. Kay, G. \$2.50 McBride

Peter Rabbit and the big black crows. *See* Wee books for wee folks.

Peter Rabbit playtime story book, The. *See* Colorful story books for little boys and girls.

Peter's voyage. Beskow, E. \$2 Knopf

Petersham, Maud and Miska. Christ Child. Il. (col.) by authors. \$2 Doubleday, Doran

Petersham, Maud and Miska, il. *See* Miller, Elizabeth Cleveland.

Philips, Loretta and Prentice, il. *See* Williams, Herschel.

Phillips, Ethel Calvert. Gay Madelon. Il. by Ilse Bischoff. \$2 Houghton M.

Phipps, Mary, il. "Quack!" said Jerusha. New ed. Verses by Mildred Plew Merryman. col. il. \$1 Sears

Pickaninny twins Perkins, L. F. \$1.75 Houghton M.

Picture book of animals. Lord, I. E. \$2.50 Macmillan

Picture book of houses. Verpilleux, E. A. \$2.50 Macmillan

Picture map geography of the United States. Quinn, V. \$2.50 Stokes

Picture map of the United States. Johst, P. S. \$1.25 Stokes

Picture strip b'ks ser. *See* Morse, George Frederick.

Pier, Arthur Stanwood. The champion. Il. by Frederic A. Anderson. \$2 Penn

Pigskin soldier. Brooks, J. \$1.50 Doubleday, Doran

Pilgrims' party. Lowitz, S. & A. \$1.50 R. R. Smith

Pilgrim's progress. Bunyan, J. \$1.75 Macmillan

Pinafores and pantalets. Choate, F. \$2 (?) Harcourt

Pinkie at Camp Cherokee. Whitehead, H. S. \$1.75 Putnam

Piper's lad. Campbell, H. R. \$2 Harper

Pippin's house. Savery, C. \$2 Longmans

Pirate's loot. Rodgers, C. \$2.50 Sears

Pitz, Henry, il. *See* Archer, Gleason L.; Bolton, Ivy; Craine, E. J.; Dyer, Walter A.; Irving, Washington.

Planck, Willy, il. *See* Curtis, Christine Turner.

Playing with clay. Wheeler, I. M. \$1.50 Macmillan

Plowhead, Ruth Gipson. Lucretia Ann on the Oregon trail. Il. by Agnes Kay Randall. \$2.50 Caxton Printers

Pogany, Willy, il. *See* Olcott, Frances Jenkins.

Polynesians, Myths and legends of the. Andersen, J. C. \$5 Farrar & R.

Pool of sacrifice. Westervelt, J. H. \$1.50 Revell

Poor Shaydullah! Artzybasheff, B. \$2.50 Macmillan

Poppy, or the adventures of a fairy. Pérez-Guerra, A. \$1 Rand McNally

Post, Wiley and Gatty, Harold. Around the world in eight days. \$2.50 Rand McNally

Potter, Beatrix. La famille Flopsaut. (Flopsy Bunnies in French); Noisy - Noisette. (Squirrel Nutkin in French); Pedrin. El conejo travieso. (Peter Rabbit in Spanish). ea. 75c. Warne

Potter, Edna. Mamie. Il. by author. \$1 Oxford

Potter, Edna, il. *See* Gawthorpe, Grace P.

Poulsson, Emilie. Friendly playmate. il. \$1.50 Lothrop, L. & S.

Powell, A. Van Buren. Bud Bright and the drug ring; Bud Bright and the counterfeitors. il. (Detective stories for young people) 50c. Penn

Powell, Herbert P. Minstrel skits and sketches. 50c.; \$1 Penn

Powers, Margaret. World of insects. (Story of world ser.) il. \$1.25 Rockwell

Prather, Ralph Carlyle, il. *See* Carter, Russell Gordon.

Pratt, Alice Day. Animals of a sagebrush ranch. Il. by Kurt Wiese. \$2.50 Rand McNally

Presidents. Book of American. Hathaway, E. V. \$2.50 Whittlesey House, McGraw-H

Price, Edith Ballinger. Enchanted admiral. il. \$2 Century

Price, Hattie Longstreet, il. *See* Curtis, Alice Turner; McFeeley, Marian Hurd.

Price, Luxor, il. *See* Bonner, Mary Graham.

Prince and the pauper. Twain, M. \$2.50 Harper

Prize winners' book of model airplanes. Claudy, C. H. \$3 Bobbs-M

Proctor, Beth. Little Sally Dutcher. Il. by Fay Turpin. \$1 Whitman

**Proctor, Beth.** Tale of a lucky dog. Il. by Fay Turpin. \$1 Whitman Professor Peckam's adventures in a drop of water. Malcolm-Smith, G. \$1.75 Rand McNally

**Provost, Marjorie.** Vagabond's ward. Il. by Harv<sup>e</sup> Stein. \$2 Harper

**Pruzynska, Angela,** il. *See* Kelly, Eric.

**Pugh, Mabel,** il. *See* Justus, May.

**Purnell, Idella.** Lost princess of Yucatan. \$1.75 Holt

**Purnell, Idella.** Wishing owl: a Maya story book. Il. by Frances Dehelson. \$2.25 Macmillan

**Purr and Miew.** Leet, F. R. \$1 Saalfield Pursuit of the flying smugglers. Theiss, L. E. \$1.75 Wilde

**Putnam, David Binney.** David goes to Iceland. il. \$1.75 Brewer, W. & P. "Quack!" said Jerusha. Phipps, M. \$1 Sears

Queen of the pirate isle. Harte, B. \$1.50 Warne

**Quennell, Marjorie and C. H. B.** Everyday life in archaic Greece. il. \$2.50 Putnam

**Quinn, Vernon.** Picture map geography of the United States. 50 maps by Paul Spener Johst. \$2.50 Stokes

**Quirk, Leslie W.** Jimmy goes to war. 8 il. by Raymond Lufkin. \$2 Little B.

**Rabelais, François.** Three good giants. (adapt. by John Dimitry) New ed. Il. by Gustave Doré and A. Robida. \$2.50 Houghton M.

Race for fortune. Holland, R. S. \$2 Lippincott

Races of men. Nash, J. V. \$1.25 Rockwell

**Rackham, Arthur,** il. *See* Moore, Clement.

Radio stories retold from "St. Nicholas." il. \$1.25 Century

**Radford, Alice E.** Little brown bruno. Il. by Clayton Rawson. \$1 Rand McNally

**Radford, Ruby Lorraine.** Marie of old New Orleans. Il. by Harold E. Snyder. \$2 Penn

**Rae, Gwynedd.** Mostly Mary. Il. by author. \$1 Morrow

Rainbow bindings. *See* Rhead, Louis classics.

**Randall, Agnes Kay,** il. *See* Plowhead, Ruth Gipson.

**Randall, Homer.** Army boys ser. no. 3. 6 titles. ea. 25 c.; 3 v. boxed 85 c. Saalfield

Randy Starr above stormy seas. Martin, E. 50 c. Altemus

Randy Starr after an air prize. Martin, E. 50 c. Altemus

**Ransley, R. Howell,** il. *See* Kerigan, Florence.

**Rasmussen, Knud.** Fes-tens Ga-ve. Il. (part col.) by Ernst Hansen. \$3 Doubleday, Doran

**Rathborne, St. George.** Lend-a-hand boys ser. ea. 35 c. Goldsmith

New titles: Lend-a-hand boys of Carthage; Lend-a-hand boys sanitary squad; Lend-a-hand boys team work; Lend-a-hand boys as wild game protectors.

**Rawson, Clayton,** il. *See* Radford, Alice E. Ray Coon to the rescue. Turner, N. B. \$1 Rand-McNally

**Read, Helen S. and Hill, Patty Smith.** My blue book. (Social science readers) il. \$2 Scribner

**Rebald, Aimé.** Scalawag. 12 il. (1 col.) by Morgan Dennish. \$2 Stokes

Rebecca of Sunnybrook Farm. Wiggin, K. D. \$1 Houghton M.

**Reck, Franklin M.** Sergeant Pinky. il. \$2 Dodd, M.

Red man's wonder book. Kennedy, H. A. \$3 Dutton

**Reed, W. Maxwell.** The stars for Sam. il. \$3.50 (?) Harcourt

**Reese, Lizette Woodworth.** York road. Il. by Richard Bennett. \$3 Farrar & R.

**Reichel, Margaret Schneider.** "Margaret." Once there was a crocodile. \$1.50 Macmillan

**Reid, James,** il. *See* Fonhus, Mikkjel; Henderson, Rose.

**Reindel, Edna,** il. *See* Lyons, Luella B.

**Reinheimer, Sophie.** Flower heaven. Il. by Else Wenz-Vietor. \$2 Harper

Renfrew rides north. Erskine, L. Y. \$2 Appleton

Renz and Margritli. Spyri, J. \$1.50 Crowell

Rex: the story of a dog. Waldo, F. \$1 Macrae-Smith

**Rhead, Louis,** il. Classics. ea. \$1 Blue Ribbon Books

Arabian nights entertainment; Grimm's fairy tales; Gulliver's travels; Hans Andersen's fairy tales; Robin Hood; Robinson Crusoe; Swiss family Robinson; Tales from Shakespeare; Tom Brown's school days; Treasure Island; Kidnapped; Fairy book; King Arthur and his knights; Hans Brinker; Heidi; Deerslayer; Aesop's fables.

**Rice, R. J.** il. *See* Pease, Eleanor Fairchild.

**Richards, George M.,** il. *See* Van Doren, Mark.

**Richardson, J. M., and McCormick, John.** Man's wings—How to fly in word and pictures. \$1 Reilly & Lee

Riding. Hunloke, Lady. \$2 Coward-McC.

Right to solo. Kessler, R. W. \$2 Dutton

**Righter, Linwood L.** Five fathoms of silver. Il. by Charles K. Stevens. (Windmill bks.) \$1 Doubleday, Doran

**Riley, Nicholas F.,** il. *See* Eliot, Ethel Cook.

**Ring, Anne.** Story of Princess Elizabeth. 38 il. \$2 Dutton

Rise of Rome. King, G. \$3 Doubleday, Doran

Riverside bookshelf. *See* Kendall, Oswald.

Road to Granada. Strawn, A. \$1.75

Brewer, W. & P.

Robbers in the garden. Bullard, M. \$2 Dutton

**Roberts, Jack.** Wonderful adventures of Ludo, the little green duck. New ed. Col. il. by author. \$2 Duffield

**Roberts, Mary Newlin.** Young masters of music. 8 col. il. by Rowland Wheelwright. \$2.50 Crowell

**Robida, A.** il. *See* Rabelais, François.

Robin Hood. Haydon, A. L. \$2.50 Warne

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ROBINSON-SEYMOUR

Robinson, **Edith**. Little Puritan stories. \$2  
Page

Robinson, **Mabel L.** Sarah and her dog, Dakin. New ed. of Sarah's Dakin. il. \$2  
Dutton

Robinson, **T. H.**, il. *See* Haydon, A. L.  
Robinson Crusoe. Defoe, D. 50c. Rockwell  
Robinson Crusoe, Young folks'. Defoe, D.  
\$1 Whitman  
Roc, a dog's-eye view of war. Vale, E. \$2  
Morrow

Rockwood, **Roy**. Bomba the jungle boy among  
the pygmies. 50c. Cupples & L.

Rodgers, **Carolyn**. Pirates' loot. 32 il. by  
Gustaf Tenggren. \$2.50 Sears

Rodgers, **Richard**, il. *See* Hawthorne, Hildegarde; Jacobson, Harold S.; Stackpole, Edouard A.

Rogers, **Hubert**, il. *See* Williamson, Thames.

Rogers, **Stanley**. Book of the sailing-ship. 100 il. \$2.75 Crowell

Room of Achievement. *See* Heal, Edith.

Roper, **Bill**. Football: today and tomorrow. New ed. il (photo) \$2.50 Duffield

Rose in bloom. Alcott, L. M. 50c. Burt

Roving lobster. Mason, A. \$1.50 Doubleday, Doran

Runaway rhymes. Higgins, A. \$2 Volland

Rusty of the meadow lands. Sterrett, F. R. \$1.75 Penn

Rusty's travels. Arnold, N. H. \$1.50 Lothrop, L. & S.

Ruth Darrow and the Coast Guard. Wirt, M. A. 50c. Barse

Saalfeld boxed story books no. 648: My favorite box, 4 titles. Col. il. ea. 50c. Saalfeld

Saalfeld ser. 321. Ugly duckling; Cock, the mouse and the little red hen. Il. by Fern Bisel Peat. ea. 60c. Saalfeld

Saalfeld ser. no. 322. 3 titles. ea. 35c. Saalfeld

Saalfeld ser. 387. Storyland Mother Goose. Saalfeld

Saalfeld boxed story books no. 640. 3 titles. Col. il. ea. 50c. Saalfeld

Sailing-ship, Book of the. Rogers, S. \$2.75 Crowell

St. Catherine of Siena. *See* Eaton, Jeanette.  
"St. Nicholas," Radio stories retold from. il. \$1.25 Century

Salt, **Harriet**. Young Hawk and his pony. Il. by Inez Hogan. \$1.50 Macrae-Smith

Sammy and Silverband. Miller, J. \$2 Houghton M.

Sample, **Ann Eliza**. Fluffy Cat's tail. Il. by author. \$1 Whitman

Sampson, **Florence**, il. *See* Grover, Eulalie.

Sanchez, **Carlos**, il. *See* Fernald, Helen Clark; Smith, Arthur D. Howden.

Sanchez, **Nellie Van de Grift**. Stories of the states. 58 il. 2 maps. \$2.50 Crowell

Sand, **George**, pseud. (Mme Dudevant) Wings of courage. \$1.25 Rockwell

Sandman, The. his Japanese stories. Le Bert, M. V. \$1.75 Page

Sandy, the tin soldier of the A. E. F. \$1 Laidlaw

Sarah and her dog, Dakin. Robinson, M. L. \$2 Dutton

Sassoon, **Siegfried**. Memoirs of a fox-hunting man. New il. ed. for boys and girls. \$2.50 Coward-McCann

Sauer, **Selma**. Patchy zoo. Col. il by author. \$2.50 Warne

Savery, **Constance**. Pippin's house. 6 il. by Charlott Bowman. \$2 Longmans

Saxon, **Carl**. Blackie Thorne at Camp Lenape; Mystery at Camp Lenape. il. ea. 50c. Penn

Scalawag. Rebald, A. \$2 Stokes

Scarlet Cockerel. Sublette, C. M. \$2 Little, B.

Scarlet fringe, The. Fernald, H. C. \$2 Longmans

Schaeffer, **Samuel Bernard**, il. *See* Hathaway, Esse V.

Schauffler, **Robert Haven**. Junior poetry cure. 50 il. \$3.50 Dodd, M.

Schoonover, **Frank E.**, il. *See* Holland, Rupert Sargent; Sublette, Clifford M.

Schultz, **James Willard**. Alder Gulch gold. Il. by Albin Henning. \$1.75 Houghton M.

Schuyler, **Remington**, il. *See* Thompson, Wolfe.

Scott, **Gabriel Kari**. Il. by Edgar Parin d'Aulaire. \$2 Doubleday, Doran

Scott, **Janet Laura**, il. *See* Head, Frances Nowlin.

Sea dogs of today. Villiers, A. J. \$2.50 (?) Holt

Sea gold. McAlister, H. 60c. Saalfeld

Seaman, **Augusta Huiell**. Brass Keys of Kenwick. Il. by Manning De V. Lee. \$2; House in hidden lane. Il. by Ann Brockman. \$1.75 Doubleday, Doran

Seaman, **Mary**, il. *See* McCracken, Elizabeth.

Sechrist, **Elizabeth Hough**. Christmas everywhere. 10 il. (5 col.) by Guy Fry. \$2.50 Roland Swain

Second picture book. Martin, M. S. \$2 (?) Harcourt

Secret empire. Patterson, H. W. \$2 Coward-McCann

Secret of Hallam House. Baker, N. B. \$1.50 Lothrop, L. & S.

Seeman, **William**. Down Goose Creek. il. \$3 Revell

Ségur, **Countess de**. At the inn of the guardian angel. Col. il. by Margaret Freeman. \$2 Houghton M.

Ségur, **Countess de**. Wise little donkey. Il. by Emma Brock. \$1.50 Whitman

Seivwright, **Jean**. Castle secrets. 11 il. by Arthur R. Herrick. \$2 Little, B.

Selover, **Zabeth**, il. *See* Murphy, Mabel A. Señor Zero. Smith, H. J. \$2.50 Harcourt

Sergeant Pinky. Reck, F. M. \$2 Dodd, M.

Sewell, **Anna**. Black Beauty. New ed. il. \$1 Macmillan

Sewell, **Helen**. Head for Happy. il. \$2.50 Macmillan

Sewell, **Helen**, il. *See* Cautley, Marjorie.

Seymour, **Flora Warren**. Daniel Boone, pioneer. il. \$2 Century

## SHADOW-SPRIGS

Shadow of the crown. Bolton, I. \$2 Longmans

Shadows' holiday. June, L. \$1.50 Farrar & R.

Shag. Hinkle, T. C. \$2 Morrow

Shakespeare, Lamb's tales from. (reissue). 2v. \$4 Page

Tales from Shakespeare. Lamb, C. \$3 Warne

**Shankland, Frank N.** Bird book for children no. 843. il. by Fern Bisel Peat. (12 col.) \$1 Saalfeld

**Shanks, George**, il. *See* Smith, Thorne.

**Shannon, Monica**. Tawnymore. Il. by Jean Charlot. \$2.50 Doubleday, Doran

**Shay, Frank**, comp. A little book of vagabond songs. 10 il. by Philip Kappel. \$1.25 Harper

**Shepard, Ernest**, il. *See* Grahame, Kenneth.

**Sherman, H. A. and Kent, C. F.** Children's Bible. (Popular dollar ed.) il. \$1 Scribner

**Sherman, Harold M.** It's a pass; Strike him out. ea. 35 c. Goldsmith

**Sherrill, Dorothy**. Story of a little white teddy bear who didn't want to go to bed. Il. by author. \$1 Farrar & R.

Ship book, The. Dukelow, J. H. \$1.50 Houghton M.

**Shipman, Dorothy**. Christmas recitations for young and old. 50 c.; \$1 Penn

Shire colt. Gay, Z. & J. \$2; Ltd. ed. \$10 Doubleday, Doran

**Sichel, Harold**, il. *See* Medary, Marjorie.

Silver: life story of an Atlantic salmon. Hay-Brown, R. L. \$1.50 Macmillan

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**Simonds, William A.** Boy with Edison. il. \$2 Doubleday, Doran

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Skipping along alone. Welles, W. \$1.75 Macmillan

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Sky flyers ser. *See* Martin, E.

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Sky trackers. Gurdon, J. E. \$1 Warne

**Slaughter, Charles E.** Golden tusk. Il. by Ferdinand H. Horvath. \$2 Knopf

Slim Evans: air ranger. Burtis, T. \$1.50 Holt

**Slocombe, Edwin M.** *See* Fernald, Helen Clark.

**Smalley, Janet**. Now and then here and there. Col. il. by author. \$1.75 Morrow

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Smuggler's luck. Stackpole, E. A. \$2 Morrow

Snappy, the puppy dog. Orton, H. F. \$1.50 McBride

**Snedeker, Caroline Dale**. Town of the fearless. Il. by Manning De V. Lee. \$2.50 Doubleday, Doran

**Snell, LeRoy W.** Carcajou. \$1 Cupples & L.

Snippy and snappy. Gag, W. \$1.50 Coward-McCann

**Snowden, Chester**, il. *See* Dixon, Royal.

Snubs, our dog. Diary of. v. 4. \$1 Sully

**Snyder, Harold E.**, il. *See* Curtis, Alice Turner; Radford, Ruby Lorraine.

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Sometimes Jenny Wren. Darby, A. C. \$2 Stokes

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Song garden. Devamata, Sister. \$1 Vedanta Songs, American, for children. Palmer, W. B., comp. \$2.50 Macmillan

South America's story. Eels, E. S. \$4 McBride

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Spain, Legends and romances of old. Spence, L. \$5 Farrar & R.

Spanish McQuades. Donahey, M. D. \$2 Doubleday, Doran

Sparrow of Ulm. Gilkison, G. \$1 Macmillan

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Spider's palace. Hughes, R. \$2 Harper

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Stories children want. Bailey, C. S. \$1.75 Milton Bradley

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Strike him out. Sherman, H. M. 35 c. Goldsmith

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Sublette, Clifford M. Scarlet Cockerel. (Beacon Hill bookshelf) 6 col. il. by Frank Schoonover. \$2 Little, B.

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# The Weekly Record

Describes and Indexes the New Books of All Publishers in a Convenient Reference and Buying List for Bookstores and Libraries

**R**USSIAN books have been missing from the Weekly Record for a couple of weeks but they come to the fore again in this one. There are two books on Russia just published and a pamphlet in the John Day 25c. series. This is the text of *Stalin's* speech before the Economic Conference at Moscow, in which he set forth important changes in the Soviet policy. "The Soviets Conquer Wheat" is an account of the progress of the collective farming system by *Strong* and *Victor A. Yakhontoff*, a well-known Russian publicist, discusses the international problems of the Pacific countries with special reference to Russia.

"Liberty and Restraint" by *Le Fevre* is a study of society in different periods of history under the influence of restraining rule or freedom, ranging from Athens under Pericles to modern America and prohibition. Other books dealing with modern economic conditions are "Prosperity Problems" by *Dana*, "Organized Business Leadership" by *Thorpe*, and, in humorous style, "Yoo Hoo Prosperity!" by *Eddie Cantor*.

Other non-fiction of decided general interest includes two very different books of travel: "Trails to Inmost Asia" in which *George N. Roerich* narrates the findings and experiences of the Roerich Central Asian Expedition, which for five years, under the leadership of his father, the celebrated Russian painter, many of whose works are used as illustrations in

the book, explored the isolated plateau of mid-Asia; and "The Macadam Trail" by *Winn*, illustrated by *E. H. Suydam*, a record of the author's and the artist's journeys by bus all over the United States. "We Are Alaskans" by *Mary Lee Davis* is an introduction to the people of Alaska—Indians, Eskimos, and whites. Americans in the twenty years from 1890 to 1910 are pictured in *Crockett's* "Peacocks on Parade." From the same period comes a curious little volume, originally published in 1894, "The Doctor and the Devil," telling of the experiences of Dr. *Parkhurst*, reformer, in his explorations of the New York underworld preparatory to cleaning it up. See *Gardner*. "Strange Animals I Have Known" contains the interesting experiences of *Raymond L. Ditmars*, curator of the New York Zoo. "South America's Story" is a simple and lucid history by *Eells* that can be sold to adults as well as children.

"Snug Harbour" by *Jacobs* and "Sleuths" by *MacGowan* are two new omnibus volumes that need no more introduction than do the new "Boners" book, listed under *Abingdon*, and "The Mammoth Cross Word Puzzle Book," under *Buranelli*.

For customers' special interests, do not overlook *Lathom*, "Claude Monet"; *Matasek*, "Commercial Art and Design"; *Archer*, "William Archer," a biography of the noted English dramatic critic; *Fraenkel*, "The Sacco-Vanzetti Case."

**T**HIS list aims to be a complete and accurate record of American book publication. Publishers should send copies of all books promptly for annotation and entry, and the receipt of advance copies insures record simultaneous with publication. The annotations are descriptive, not critical; intended to place, not to judge the books. Pamphlet material and books of lesser trade interest are listed in smaller type.

The entry is transcribed from the title-page when the book is sent for record. Prices are added except when not supplied by publisher or obtainable only on specific request, in which case the word "apply" is used. When not specified the binding is "cloth."

Imprint date or copyright date is always stated, except when imprint date and copyright date agree and are of the current year, in which case only "c" is used. No ascertainable date is designated thus: [n. d.].

Sizes are indicated as follows: F (folio: over 30 centimeters high); Q (4to: under 30 cm.); O (8vo: 25 cm.); D (12mo: 20 cm.); S (16mo: 17½ cm.); T (24mo: 15 cm.); sq., obl., nar., designate square, oblong, narrow.

# The Weekly Record of August 29, 1931

## Abingdon, Alexander, comp.

Still more boners; compiled from classrooms and examination papers; 3rd ser. 108p. il. T c. N. Y., Viking Press \$1  
Still more misinformation contributed by American teachers and pupils.

## Adams, William Edward

Harmony of voice methods. 300p. il. D [c. '31] Opportunity, Wash., Herald Print Shop fab., \$2

## Alcott, Louisa May

Rose in bloom; a sequel to "Eight Cousins"; complete authorized ed. 344p. D [c. '76-'18] N. Y., Burt 50c.

## Andersen, Hans Christian

Wonder stories told for children; author's ed. 561p. il. (col. front.) D [n. d.] Bost., Houghton \$2.50

## Archer, Charles

William Archer: life, work and friendships. 451p. (13p. bibl.) il. O '31 New Haven, Conn., Yale \$5

A biography of the noted English dramatic critic.

## Arden, Clive, pseud. [Lily Clive Nutt]

The fetters of Eve. 347p. D [c. '31] Ind., Bobbs-Merrill \$2

The story of a man who distrusted all women, in the setting of "Sinners in Heaven," with some of the characters from that novel.

## Atkey, Bertram

The mystery of the glass bullet. 304p. D c. N. Y., Appleton \$2

A young American is killed with a peculiar glass bullet. The setting is the English countryside.

## Atwater, Richard Tupper [Riq, pseud.]

Doris and the Trolls. 124p. il. (col. front.) O [c. '31] Chic., Rand, McNally \$1.50

A fantastic tale for children about Mitzi, the cat, who led Doris and Peggy to Troll Town.

Aucassin and Nicolette; tr. by Andrew Lang. 96p. il. (pt. col.) Q '31 N. Y., Lim. Eds. Club \$10, to members

## Barnes, Ralph M.

Industrial engineering and management; problems and policies. 365p. il. O (McGraw-Hill industrial management ser.) '31 N. Y., McGraw-Hill \$3.50

## Abel, Charles

Money making ideas for portrait studios. 400p. O '31 Cleveland, O., Charles Abel, Inc., 520 Caxton Bldg. fab., \$6

Ackerman's 1931-32 sportsmen's guide; where to hunt and fish. 280p. il. D [c. '31] [E. Cleveland, O., Morris Ackerman] pap., 50c.

## Aeschylus

The Eumenides of Aischulos; tr. by Charles H. Hitchcock. 25p. O c. '31 [Binghamton, N. Y., Translator]. pap., priv. pr.

American bankruptcy reports; v. 17, new ser.; ed. by Fred E. Rosbrook. 828p. O '31 Albany, N. Y., M. Bender buck., \$6

American law reports annotated; vs. 71 and 72; ed. by George M. Parmelee, and others. 1630p.; 1597p. '31 San Francisco, Bancroft-Whitney buck., \$7.50 ea.

## Barrie, Sir James Matthew, bart.

The littlest ones Peter Pan and Wendy [retold for the nursery by May Byron]. 44p. il. (pt. col.) T [c. '31], c. '30 [N. Y.] Scribner bds., 75c.

## Baur, Erwin, and others

Human heredity. 734p. (bibl.) il. O '31 N. Y., Macmillan \$8

Beeding, Francis, pseud. [John Leslie Palmer and Hilary Aidan St. George Saunders]

The Five Flamboys. 308p. D (Copyright fiction) [c. '29] [N. Y., Burt] 75c.

## Bergengren, Roy Frederick

Credit union; a cooperative banking book. 312p. O '31 [Bost., Credit Union Nat'l Extension Bur., 5 Park Sq.] \$1.50

Berry, Erick, pseud. [Mrs. Allen Champlin Best]

Illustrations of Cynthia; a story of art school; il. by Ruth King. 205p. D [c. '31] N. Y., Harcourt \$2

A story for girls from 12 to 16.

## Bible

The children's Bible; selections from the Old and New Testaments tr. and ed. by Henry A. Sherman and Charles Foster Kent [cheaper ed.] 434p. il. (col. front.) D [c. '31, c. '22] N. Y., Scribner \$1

The Gospel according to St. Luke; a study of the Third Gospel with a translation and commentary by Rev. Raymond F. Stoll. 444p. (2p. bibl.) front. (map) D '31 N. Y., F. Pustet \$3.50

## Bomar, Willie Melmoth

The education of homemakers for community activities. 143p. O (Contribs. to educ., no. 477) c. N. Y., Teachers Coll., Columbia Univ. \$1.50

A study of the community interests and activities of representative homemakers to discover certain needs for home economics education.

## Brown, Charles Ewing

Dawn on the mountains [fiction]. 224p. il. D [c. '31] Anderson, Ind., Warner Press \$1

## Bays, Alfred W.

Bays Cases and materials on business law; 3rd ed., rev. [c. '31] Chic., Callaghan & Co. \$5.50

Bender's edition of the penal law and the code of criminal procedure of the State of N. Y.; 23rd ed. by John T. Fitzpatrick. 1289p. O '31 Albany, N. Y., M. Bender fab., \$12

## Betts, M. C., and Kelley, M. A. R.

Suggestions for the improvement of old bank dairy barns. 34p. (bibl.) il., diagrs. O (U. S. Dept. of Agri. circ. no. 166) '31 Wash., D. C. [Gov't Pr. Off.; Sup't of Doc.] pap., 10c.

## Bill, Mrs. Annie C.

Science and religion. 63p. S '31 N. Y., A. A. Beauchamp pap., 50c.

**Brown, William Adams, D.D.**  
The life of prayer in a world of science [popular ed.]. 204p. (6p. bibl.) D '31, c. '27 N. Y., Scribner \$1

**Buck, Bob**  
Burning up the sky. 187p. il. D c. N. Y., Putnam \$1.75  
The experiences of a seventeen-year-old boy pilot who holds the junior transcontinental flight record.

**Bullard, Mrs. Marion Rorty**  
Robbers in the garden; a mystery story for children. 100p. il. (pt. col.) D [c. '31] N. Y., Dutton \$2  
An animal and bird mystery story for young children.

**Buranelli, Prosper, and others, eds.**  
The mammoth cross word puzzle book; a second anthology of cross word puzzles reprinted from cross word puzzle books, series six, seven, eight and nine; including diagramless puzzles. no p. D c. N. Y., Simon & Schuster \$2.50

**Burri, Eli Edward**  
Taboo, magic, spirits; a study of primitive elements in Roman religion. 260p. (bibl. footnotes) D c. N. Y., Macmillan \$2  
A study of Roman superstitions and the survival of primitivity in the developed religion of Rome.

**Burrows, Millar**  
Founders of great religions; being personal sketches of famous leaders. 253p. (2p. bibl.) D c. N. Y., Scribner \$2  
Biographical portraits of Confucius, Buddha, Moses, Mohammed, Jesus and four others.

**Butler, Rev. Alban, comp.**  
The lives of the saints; ed. and rev. by Herbert Thurston and Norah Leeson; v. 3, March. 475p. (bibl. footnotes) O '31 N. Y., P. J. Kenedy \$2.75

**Bynner, Witter [Emmanuel Morgan, pseud.]**  
Eden tree. 120p. front. O c. N. Y., Knopf \$2.50  
This long poem is an expression of the mature poet's contemplation of life.

**Byrne, Donn**  
Rivers of Damascus, and other stories. 365p. D [c. '16-'31] N. Y., Century \$2  
A collection of short stories with varied settings and moods.

**Campbell, Florence**  
Your days are numbered. 255p. D c. N. Y., Richard R. Smith \$2  
A manual of numerology.

**Campbell, Reginald**  
Tiger Valley. 307p. D c. N. Y., Richard R. Smith \$2  
The struggle of two Englishmen for the hand of Mary Collins is described against a background of the jungles of Siam.

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**Charles, F. (Charles Frieser)**  
Permanent and water waving; questions and answers; 2nd ed. 63p. il. O c. '31 Denver, Col., Author, 410 16th St. \$4

**Cantor, Eddie, and Freedman, David**  
Yoo-hoo, prosperity! the Eddie Cantor five-year plan. 56p. il. T c. N. Y., Simon & Schuster \$1  
The well-known stage comedian's comments on the present state of business.

**Castillo, Carlos, and Sparkman, Colley Fredward**  
Primeras lecturas españolas. 155p. il., map D (Chic. Spanish ser.) [c. '31] Chic., Univ. of Chic. Press 90 c.

**Chambers, Robert William**  
The Happy Parrot. 341p. D (Copyright fiction) [c. '28, '29] N. Y., Burt 75 c.

**Chayes, Sally**  
A landlady on Riverside Drive. 243p. D [c. '31] N. Y., Vanguard Press bds. \$2  
The experiences of a middle western girl who runs a rooming house on Riverside Drive.

**Cihlar, Mary**  
Mystics at prayer. 56p. D '31 San Jose, Cal., Rosicrucian Press bds., \$1

**Clark, Keith**  
International communications; the American attitude. 261p. (bibl. footnotes) O (Studies in hist., economics and public law no. 340) c. N. Y., Columbia Univ. Press \$3.75  
The development of the organization of the services for international communication — post, telegraph, cable, and radio.

**Coburn, Walt**  
Barb wire. 352p. D [c. '31] N. Y., Century \$2  
A western story of conflict among outlaws and ranchers and farmers on the Montana prairies.

**Cocks, Dorothy**  
New faces for old [beauty culture]. 104p. il. S '31 N. Y., Covici, Friede \$1

**Collins, Charles Wallace**  
Rural banking reform. 194p. D c. N. Y., Macmillan \$2  
A presentation of the history, present situation, and necessary reforms in rural banking organization in this country.

**Connell, Richard Edward**  
Murder at sea. 257p. D (Copyright fiction) [c. '28, '29] N. Y., Burt 75 c.

**Constantin-Weyer, Maurice**  
The French adventurer; the life and exploits of La Salle. 255p. il. D [c. '31] N. Y., Macaulay \$2.50  
A biography by the author of "A Man Seans His Past."

**Corelli, Marie [Minnie Mackay]**  
The life everlasting; a reality of romance. 439p. D (Copyright fiction) [c. '11] N. Y., Burt 75 c.

**Couat, Auguste**  
Alexandrian poetry under the first three Ptolemies, 324-222 B.C.; with supplementary chapter by Emile Cahen; tr. by James Loeb. 658p. (bibl. footnotes) O '31 N. Y., Putnam \$6.50

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**Coulomb, Charles A.**  
Illustrated study guide, for the grades and junior high school; ancient and medieval history; the European background. 80p. (bibls.) il., maps Q [c. '31] Phil., McKinley Pub. Co. pap., apply

**Cozzens, James Gould**

S.S. San Pedro. 136p. D [c. '30, '31] N. Y.,  
Harcourt \$1.50  
A novel set on a sinking ocean liner. The first  
story to be published in the \$5,000 prize contest con-  
ducted by *Scribner's Magazine* last year.

**Crawford, Morris De Camp**

The heritage of cotton; the fibre of two  
worlds and many ages [popular ed.]. 263p.  
(4p. bibl.) il. (col. front.) O '31, c. '24 N. Y.,  
Putnam \$3.50

**Crockett, Albert Stevens**

Peacocks on parade; a narrative of a  
unique period in American social history and  
its most colorful figures. 329p. il. O [c. '31]  
N. Y., Sears \$3.50

About the period from 1890 to 1910, when the  
"Peacock Alley" of the old Waldorf-Astoria in New  
York was at its height of fame.

**Dally, Nathan**

Tracks and trails, or, Incidents in the life  
of a Minnesota territorial pioneer. 138p. il.,  
map O [c. '31] Walker, Minn., Cass County  
Pioneer \$1

**Dana, Arnold G.**

"Prosperity" problems; why, whence,  
whither? and with what part in world wel-  
fare? 470p. O c. New Haven, Conn. (Tuttle,  
Morehouse & Taylor) \$3.50

An account of the price inflation preceding the  
stock market crash and its causes.

**Davis, Mrs. Mary Lee**

We are Alaskans. 346p. il. O [c. '31]  
Bost., Wilde \$3.50  
Stories of the author's friends in Alaska—whites,  
Indians, and Eskimos—people that she has known  
intimately during her life in the North. A companion  
volume to her "Uncle Sam's Attic."

**Day, Harold Holland**

Modern brush lettering. 88p. il. Q [c. '31]  
[Cin., Signs of the Times Pub. Co., 1209  
Sycamore St.] \$3

**Dean, Graham M.**

Daring wings. 256p. D [c. '31] N. Y.,  
Goldsmith Pub. Co. 25c.

**Deuel, John Vanderveer**

Indians, crocodiles and monkeys. 255p. il.  
D [c. '28-'31] N. Y., Century \$2  
An account for boys, of a trip by motor yacht into  
the jungles of South America and through the islands  
of the Caribbean.

**Ditmars, Raymond Lee**

Strange animals I have known. 375p. il. D  
[c. '31] N. Y., Brewer, Warren & Putnam  
bds., \$3.50  
The experiences of the curator of reptiles and  
mammals in the New York Bronx Zoo.

**Douglas, William O., and Shanks, Carroll M.**

Cases and materials on the law of financing of  
business units. 1233p. O (Nat'l. caseb'k. ser.) '31  
Chic., Callaghan & Co. \$7.50

**Eaton, Ethel**

Art and common sense. 6p. D c. '31 Los An-  
geles, Ethel Eaton Private School of Costume De-  
sign, 3511 W. 6th St. pap., apply

**Economic handbook of the Soviet Union.** 151p.  
maps (col.) S c. N. Y., American-Russian Cham-  
ber of Commerce, 261 5th Ave. pap., \$1

**Doeg, John Hope, and Danzig, Allison**

Elements of lawn tennis. 178p. il. D (Aldin  
ser.) [c. '31] N. Y., Coward-McCann \$2  
By the National Lawn Tennis Champion of the  
United States and the New York *Times* expert on  
court games.

**Donnelly, Francis Patrick**

Persuasive speech; an art of rhetoric for  
college. 268p. O [c. '31] N. Y., P. J. Kennedy  
\$2.25

**Doubleday's encyclopedia;** 10 v.; ed. by Ar-  
thur Elmore Bostwick. 5,579p. il. (pt. col.),  
maps (col.) O '31 Garden City, N. Y., Double-  
day, Doran buck., \$59.50; fab., \$72

**Dykema, Peter William**

Music for public school administrators.  
178p. D c. N. Y., Teachers Coll., Columbia  
Univ. \$1.75

**Eells, Elsie Spicer [Mrs. B. G. Eells]**

South America's story. 376p. il. O c. N. Y.,  
McBride \$4  
A history of South America for young people.

**Elsbree, Willard Slingerland**

Teachers' salaries. 292p. (3p. bibl.) il.,  
diagrs. D c. N. Y., Teachers Coll., Columbia  
Univ. \$2.50

Information about the theory of teachers' salaries  
for superintendents and boards of education.

**Epstein, M., ed.**

The statesman's year-book, 1931. 1496p.  
maps D '31 N. Y., Macmillan \$7.50

**Ertz, Susan**

The galaxy. 395p. D (Copyright fiction)  
[c. '29] N. Y. [Burt] 75c.

**[Faxon, Frederick Sears]**

"Pep" at seventy-five; how to gain it—how  
to retain it; a simplified, practical and effi-  
cient method of "keeping-fit" by forming a  
habit. 61p. il. D [c. '31] [Brockton, Mass.,  
American Pr. Co.] fab., \$2  
A series of exercises for muscular development.

**Felix, Edgar H.**

Television, its methods and uses. 266p. il.  
D '31 N. Y., McGraw-Hill \$2.50

**Field, Eugene**

Some poems of childhood; ed. by Bertha  
E. Mahony. 128p. il. (pt. col.) D '31, c. '92-'31  
N. Y., Scribner \$1

**Fitzgerald, William F., jr.**

Gentlemen all. 314p. D (Copyright fiction)  
[c. '30] N. Y., Burt 75c.

**Fletcher, Joseph Smith**

Safe number sixty-nine, and other stories.  
95p. il. T [c. '26] Bost., Internat'l Pocket  
Lib. pap., 25c.

**Eichelberger, William Custer**

The osmotic pressure of dilute benzine solutions  
by the porous disk method. 13p. il. O '31 Balt.,  
Johns Hopkins Press pap., 13c.

**Fitch, William Edward**

The new pocket medical formulary; 7th ed., rev.  
and enl. 511p. il. S '31 Phil., F. A. Davis  
flex. fab., \$3

**Ford, Edmond John**

Massachusetts evidence and trials; 4 v. O '31  
Chic., Callaghan & Co. \$30

**Foley, Louis**  
The greatest saint of France. 332p. (29p. bibl. notes) il. O [c. '31] Milwaukee, Morehouse Pub. Co. \$3.50  
A biography of St. Martin of Tours.

**Forester, Cecil Scott**  
Two-and-twenty. 298p. D c. N. Y., Appleton \$2  
The romance of a penniless poet who was forced to earn his living in the professional boxing ring.

**Fraenkel, Osmond K.**  
The Sacco-Vanzetti case. 580p. il. (pors.), maps O (American trials) c. N. Y., Knopf \$5  
A complete review of this famous case with an analysis of all the evidence and the conclusions in the light of the facts now known.

**Freeman, Richard Austin**  
Mr. Pottermack's oversight; a detective story. 338p. D (Copyright fiction) [c. '30] N. Y., Burt 75 c.

**Frost, Rev. Bede**  
The art of mental prayer; preface by the Rt. Rev. the Abbot of Pershore. 284p. (9p. bibl.) O '31 Milwaukee, Morehouse Pub. Co. \$3.40  
A guide to prayer and retreat for the clergy.

**Furfey, Paul Hanly**  
New lights on pastoral problems. 106p. D [c. '31] Milwaukee, Bruce Pub. Co. \$1

**Gardiner, J. Stanley**  
Coral reefs and atolls. 194p. il. O '31 N. Y., Macmillan \$4.25

**Gardner, Charles W.**  
The doctor and the Devil, or, Midnight adventures of Dr. Parkhurst. 115p. il. D '31 N. Y., Vanguard Press bds., \$1.50  
Disguised as a "butter-and-egg man from the West" this famous clergyman collected evidence enough to clean up New York morals in 1892. The book was written by the detective who accompanied him and has been out of print for many years.

**Glaspell, Susan [Mrs. Norman Hæghejn Matson]**  
Fugitive's return. 324p. D (Copyright fiction) [c. '29] N. Y., Burt 75 c.

**Gogol, Nikolai Vasilievich**  
Taras Bulba; a tale of the Cossacks; tr. by Isabel F. Hapgood; il. by Zhenya Gay. 284p. il. (col. front.) D '31, c. '15, '31 N. Y., Knopf \$2  
A new, illustrated edition of this classic, for boys and girls.

**Gossett, Walker Bourne, M.D.**  
What the public should know about child-birth. 301p. (bibl.) D c. Minneapolis, Midwest Co. \$2

**Frankfurter, Felix, and Katz, Wilber G.**  
Cases on federal jurisdiction and procedure. ['31] Chic., Callaghan & Co. \$6

**Gaines, Elizabeth Venable**  
Cub Creek Church and congregation, 1738-1838. 99p. il. D [c. '31] Richmond, Va., Presby. Committee of Pub'n. \$1.50

**Glick, Coulson Bartlett**  
Parrot breeding for profit, and other aviary birds. 55p. il., diagrs. O [c. '31] [N. Hollywood, Cal., Author] pap., \$1

**Goldbacher, Lawrence**  
Hemorrhoids, the injection treatment and pruritus ani; 2nd rev. ed. 208p. (bibls.) il. (pt. col.) O '31 Phil., F. A. Davis \$3.50

**Grismore, Grover C.**  
Grismore Cases on contracts. ['31] Chic., Callaghan & Co. \$6.50

**Heuser, W., and Foster, F. S., eds.**  
The northern passion (supplement). Cambridge Univ. Ms. Gg. II, Oxford Ms. Rawlinson poetry 175. 150p. D (Early English Text Soc., original ser. no. 183) ['31] N. Y., Oxford \$3

**Hopkins, Gerard**  
An angel in the room. 281p. D c. N. Y., Putnam \$2  
The entire action of this novel takes place at a dinner party, when Philip Lothbury, just returned from the East, dines at the London home of Helen and David Malham, at a moment of emotional crisis in the lives of some of those present.

**Hottes, Alfred Carl**  
The book of shrubs [rev. ed.]. 445p. il., diagrs. D c. N. Y., A. T. De La Mare \$3

**Hoyle, Edmond**  
Hoyle's games; autograph ed.; rev. by R. F. Foster, with complete instructions in the forcing-approach system of contract bridge. 471p. D [c. '07-'29] N. Y., Burt \$1 [corrected price]

**Hubert, Ernest E.**  
An outline of forest pathology. 543p. O '31 N. Y., Wiley \$6

**Industrial relations: administration of policies and programs.** 126p. diagrs. O c. N. Y., Nat'l Industrial Conference B'd \$2  
Based on a study of employer-employee relationships in 302 companies.

**Jacobs, William Wymark**  
Snug harbour; collected stories. 687p. il. D (Scribner omnibus b'ks) '31, c. '03-'31 N. Y., Scribner \$2.50  
Containing the writer's best humorous stories about sailors on land.

**Kahler, Hugh MacNair**  
Father means well. 309p. D (Copyright fiction) [c. '30] N. Y. [Burt] 75 c.

**Kapp, Julius**  
The women in Wagner's life; tr. by Hannah Waller. 303p. il. O '31, c. '29-'31 N. Y. Knopf \$4  
The stories of the women whose influence in Wagner's life is reflected in his operas.

**Kaye-Smith, Sheila [Mrs. Theodore Penrose Fry]**  
Susan Spray. 385p. D c. N. Y., Harper \$2.50  
The story of a woman who used religious fervor as a means to power, in a setting of 19th century England.

**Kearney, Paul William**  
Dan, the young fireman. 196p. il. D [c. '31] N. Y., Cape & Smith \$1.75  
This story for boys contains much information about the work of a big city fire department.

**Keelor, Katharine Louise, and Sweet, Mayme**  
Units of work; developing out of children's interests in local history; Indian life and the Dutch Colonial settlement. 325p. (9p. bibl.) il. D (Lincoln School curriculum studies) c. N. Y., Teachers Coll., Columbia Univ. \$2.20  
A new series in which the teachers of the Lincoln School will describe units of work that have been under way for some years.

**Huddy, Xenophen P.**  
Encyclopedia of automobile law; 9th ed.; v. 11-12. 519p. O '31 Albany, N. Y., M. Bender \$60, set

**Hume-Rothery, W.**  
The metallic state [metallurgy]. 367p. O '31 N. Y., Oxford \$9

**Ingalls, Walter Renton**  
World survey of the zinc industry. 128p. O [c. '31]

**Kessler, C.**  
Twenty-five years ago. 312p. il. D '31 c. '30, '31 N. Y., Coward-McCann bds., \$1.50  
Drawings, with captions, of people and events that figured in the news a quarter of a century ago, compiled from a popular newspaper feature series.

**Kilander, Holger Frederick**  
Science education in the secondary schools of Sweden; a comparative study of Sweden and the United States. 172p. (8p. bibl.) diagr. O (Contribs. to educ., no. 463) c. N. Y., Teachers Coll., Columbia Univ. \$1.75

**Kilbracken, Lord**  
Reminiscences of Lord Kilbracken. 265p. O '31 N. Y., Macmillan \$4.25

**Lathom, Marie Xenia Morrison, countess of Claude Monet.** 143p. (bibl.) il. O '31 N. Y., Macmillan \$5  
A critical biography of the French painter, with twenty-four reproductions of his work.

**Lawrence, John**  
Bernt Balchen; viking of the air. 165p. il. D c. N. Y., Brewer, Warren & Putnam \$1.75  
The life of a Norwegian athlete, explorer and flyer who piloted Byrd's plane to the South Pole. For boys.

**Le Fevre, Louis**  
Liberty and restraint. 388p. (10p. bibl.) O (Hist. of civilization) '31, c. '26-'31 N. Y., Knopf \$3.50  
On the social and governmental benefit of freedom, with historical examples of society under the conditions of both liberty and restraint.

**Lenski, Lois [Mrs. Arthur Covey]**  
Benny and his penny; il. by the author. no p. il. (col.) obl. D c. N. Y., Knopf \$2  
A picture book about a little boy who is given his first penny to spend.

**Leonard, Mrs. Iris Florence, and Weigert, Dorit, K.**  
The Iridor complete candy making course: 6 v. various p. il. O [c. '31] N. Y., Putnam \$9, bxd.  
Consisting of four volumes on cream candies, hard candies, caramels, and chocolates, bound in oilcloth, a paper bound volume of introduction and preliminary instruction, and a business manual in board-binding. The purpose of this course is primarily for those who want to enter candy-making as a business.

**Lewis, Edward E.**  
The mobility of the Negro; a study in the American labor supply. 144p. (2p. bibl.) map. diagrs. O (Studies in hist., economics and public law no. 342) c. N. Y., Columbia Univ. Press \$2.25  
A study of the economic causes of the migration of southern Negroes from agricultural work to industrial centers.

[N. Y., Mining & Metallurgical Soc. of Amer., 75 West St.] pap., \$2.25

**Johnstone, Henry Fraser**  
Corrosion of power plant equipment by flue gas. 112p. il., O (Ill. Univ. Engin. Exper. Sta. bull. 228) '31 Urbana, Ill., Univ. of Ill. pap., 65 c.

**Kearney, James F.**  
Psychology in the new literature. 96p. D '31 [Chic.] Loyola Univ. Press apply

**Lie, Haakon**  
Ekorn; tr. by Cloes Leonard Hultgren; il. by Kurt Wiese. 150p. il. (col. front.) D c. Chic., Laidlaw Bros. \$2  
A story of a squirrel in the forests of Norway, for boys and girls.

**Lincoln, Victoria Endicott [Mrs. Isaac Watkings]**  
The Swan Island murders. 282p. D (Copyright fiction) [c. '30] N. Y. [Burt] 75 c.

**Locke, William John**  
The shorn lamb. 321p. D (Copyright fiction) [c. '31] N. Y., Burt 75 c.

**Lyons, Luella**  
Something to do, fifty-two weeks in the year. 172p. il. (col. front.) D c. N. Y., Knopf \$2  
Amusing and useful articles that children can make at home.

**Macaulay, Rose**  
Some religious elements in English literature. 160p. D (Hogarth lectures on lit., no. 14) [c. '31] N. Y., Harcourt \$1.25  
A discussion of the theory that most religious literature is the outcome of some conflict and bears the stamp of the nature and result of it.

**MacClure, Victor**  
The "Crying Pig" murder. 302p. D (Copyright fiction) [c. '30] N. Y., Burt 75 c.

**McConathv. Osborne, and others**  
The music hour; intermediate teacher's book to accompany the 3rd and 4th b'ks. 388p. il., diagrs. Q [c. '31] Newark, N. J., Silver, Burdett \$1.84

**MacDonald, Philip [Oliver Fleming, pseud.]**  
The link. 307p. front. (diagr.) D (Copyright fiction) [c. '30] [N. Y., Burt] 75 c.

**Macfadden, Bernarr Adolphus, ed.**  
The encyclopedia of health and physical culture; 8 v. 3846p. il. (pt. col.), diagrs. D '31 N. Y., Macfadden B'k Co. \$45

**Macgowan, Kenneth, ed.**  
Sleuths. 614p. (10p. bibl.) D [c. '31] N. Y., Harcourt. \$2.50  
Twenty-three great detectives of fiction in the best stories about them. A who's who description of each detective accompanies his story.

**Mackay, Rev. Henry Falconer Barclay**  
Difficulties in the way of discipleship. 92p. D [c. '31] Milwaukee, Morehouse Pub. Co. \$1.50  
Studies of six of the apostles, emphasizing the particular difficulties with which each struggled successfully.

**Mann, Francis Oscar**  
Albert Grope; the story of a belated Victorian. 576p. D [c. '31] N. Y., Harcourt \$2.50  
The attempts of a self-made business man to find affection and companionship in a London suburb.

**Lloyd, Thomas W.**  
History of interesting places on the Susquehanna Trail. 78p. il., map D [c. '31] Williamsport, Pa., Coleman Distribution Service pap., 75 c.

**McAfee, Cleland Boyd**  
The ruling elder, his duties and his opportunities. 189p. (5p. bibl.) D '31 Phil. Presby. B'd. of Christian Educ. \$1.35

**Matthews, Velma Dare**  
Studies on the genus *Pythium* [botany]. 141p. (18p. bibl.) il. O c. Chapel Hill, N. C., Univ. of N. C. Press \$3

**Marshall, Frank James, and Macbeth, James Cruickshank Henderson**  
Chess step by step [new ed.]. 319p. S [c. '24] N. Y., Dutton \$2.50

**Matasek, Ray J.**  
Commercial art and design. 294p. il. (pt. col.), diagrs. O [c. '31] Milwaukee, Bruce Pub. Co. \$3.50  
The principles for the beginner.

**Matimore, Rev. P. Henry**  
Heroes of God's church [textbook]. 298p. il. D (Madonna ser.) '31 N. Y., Macmillan 92 c.

**Matthews, Charles H.**  
The essentials of a contract system. 77p. S c. [Plainfield, N. J., Author, 530 W. 7th St.] bds., \$1.50  
A guide to contract bridge bidding, based on the Whitehead system.

**Mayer, Milton, and Howe, John**  
Steps in the dark. 227p. front. O c. Chic., Thos. S. Rockwell \$2.50  
Stories of present experiments in medicine to further the science.

**Mitchell, George Sinclair**  
Textile unionism and the South. 101p. (bibl. footnotes) O (Univ. of N. C. social study ser.) c. Chapel Hill, N. C., Univ. of N. C. Press \$1  
A history of textile unions in the South and a discussion of their value.

**Moffatt, Rev. J. E.**  
God's minutemen. 182p. il. S '31 Milwaukee, Bruce Pub. Co. \$1.35

**Moore, Anne Carroll comp.**  
The Three Owls; 3rd b'k; contemporary criticism of children's books, 1927-1930. 477p. il. O '31, c. '25-'31 N. Y., Coward-McCann \$3  
Reviews, editorials and essays that appeared in the children's book section of the *New York Herald-Tribune*, with a hitherto unpublished article on children's book reviewing by Anne Carroll Moore, an annotated list of distinctive recent children's books and biographical sketches of artists.

**Mukerji, Dhan Gopal**  
Bunny, hound and clown; il. by Kurt Wiese. 124p. O [c. '31] [N. Y.] Dutton \$2.50  
Stories of animals in India for readers between the ages of 6 and 10.

**Nathan, Adele Gutman, and Ernst, Margaret S.**  
The iron horse. 37p. il. obl. D N. Y., Knopf \$2  
The story of the development of American locomotives up to the present with pictures of many famous engines.

**Maynard, Katharine, ed.**  
A bibliography of bibliographies in electrical engineering, 1918-1929. 156p. '31 N. Y., Special Libraries Ass'n., 345 Hudson St. pap., \$1.50

**Morgan, William Ray**  
Effect of thermal shock on clay bodies. 30p. il. O (Ill. Univ. Engin. Exper. Sta. bull. 229) '31 Urbana, Ill., Univ. of Ill. pap., 20 c.

**Neff, Lawrence W.**

Race relations at close range; watching the Negro problem settle itself. 35p. D [c. '31] Emory Univ., Ga., Banner Press 60 c. A discussion of the Negro problem in this country.

**Nelson, Richard H., D.D.**

The vision of victory; an interpretation of the Book of Revelation. 224p. D [c. '31] Milwaukee, Morehouse Pub. Co. \$2.50 A study of the meaning of the Book of Revelation especially for young people.

**Newcomb, Ambrose**

Flying the coast skyways, or, Jack Ralston's swift patrol. 256p. D [c. '31] N. Y., Goldsmith Pub. Co. 25 c.

Trackers of the fog pack, or, Jack Ralston flying blind. 256p. D [c. '31] N. Y., Goldsmith Pub. Co. 25 c.

**Norris, Kathleen Thompson [Mrs. Charles Gilman Norris]**

The lucky Lawrences. 357p. D (Copyright fiction) [c. '30] N. Y., Burt 75 c.

**O'Brien, Howard Vincent**

An abandoned woman. 310p. D (Copyright fiction) [c. '30] [N. Y., Burt] 75 c.

**Oppenheim, Edward Phillips**

The Glenlitten murder. 309p. D (Copyright fiction) [c. '29] [N. Y., Burt] 75 c.

**Orton, Helen Fuller [Mrs. Jesse F. Orton] and Frantz, Marie Louise**

Snappy, the puppy-dog. no p. il. (col.) O c. N. Y., McBride bds., \$1.50 A modern rebus book for young children.

**Ovington, Mary White**

Zeke. 205p. il. D [c. '31] N. Y., Harcourt \$2

The story of Ezekiel Lee, an Alabama negro boy, and his first year at Tolliver Institute. For children from 10 to 14.

**Packard, Frank Lucius**

Jimmy Dale and the blue envelope murder. 289p. D (Copyright fiction) [c. '30] N. Y., Burt 75 c.

**Pardo Bazán, Emilia, condesa de**

Los mejores cuentos; ed. by Willis Knapp Jones. 226p. il. D [c. '31] Garden City, N. Y., Doubleday, Doran \$1.25

**Parkman, Mary Rosetta**

High adventurers. 297p. il. D [c. '30, '31] N. Y., Century \$2

Biographies of modern men and women of outstanding achievement along their particular lines, for children from 10 to 14.

**1931 supplement to Gilbert-Bliss Civil practice;** ed. by Austin B. Griffin and John T. Fitzpatrick; 18 v. '31 Albany, N. Y., M. Bender & Baker, Voorhis & Co. \$7.50

**Ogden, James M.**

Ogden's negotiable instruments; 3rd. ed., rev. 708p. '31 Chic., Callaghan & Co. \$5

**Oldham, Edward Lindsay, comp.**

Driller's handbook. 122p. il., diagrs. S [c. '31] Cleveland, O., Cleveland Rock Drill Co., 3734 E. 78th St. \$1

**Parmenter, Christine Whiting [Mrs. Kenneth R. Parmenter]**

Silver ribbons; a novel. 287p. D (Copyright fiction) [c. '29] N. Y., Burt 75 c.

**Pathé, Michael H.**

A summer in Ireland. 65p. front. (por.) D c. Madison, Wis., Cantwell Press bds., 75 c. A Catholic priest's account of a trip to Ireland.

**Patrick, Diana, pseud. [Mrs. Desemea Newmann Wilson]**

Gather the stars! 288p. D (Copyright fiction) [c. '29] N. Y., Burt 75 c.

**Patton, Albert Brace**

Furniture; furniture finishing, decoration and patching. 551p. il. D [c. '31] Chic., F. J. Drake fab., \$5

**Prévost, Marcel**

Her master; tr. by Jane Terry. 298p. D [c. '31] N. Y., Sears \$2 A story of modern marriage, translated from the French.

**Price, Edith Ballinger**

The enchanted Admiral. 288p. il. D [c. '31] N. Y., Century \$2

William Taylor is sent for the summer to a cottage far away from the sea, but there he meets a retired sailor, and wonderful adventures befall him in the Admiral's house that is built just like a ship. For children from 10 to 14.

**Price, Julius P., M.D.**

The young doctor thinks out loud. 195p. D c. N. Y., Appleton \$1.50

The medical career from the viewpoint of the young doctor.

**Pryde, Anthony, pseud. [Agnes Russell Weekes]**

Esmé's sons. 343p. D (Copyright fiction) [c. '30] N. Y., Burt 75 c.

**Rathborne, St. George**

Lend-a-hand boys as wild game protectors, or, The little four-footed brother in the fur coat. 256p. D (Lend-a-hand boys ser.) [c. '31] N. Y., Goldsmith Pub. Co. 25 c.

Lend-a-hand boys of Carthage, or, Working up the home town. 256p. D (Lend-a-hand boys ser.) [c. '31] N. Y., Goldsmith Pub. Co. 25 c.

Lend-a-hand boys' sanitary squad, or, When the fever came to Blairstown. 256p. D (Lend-a-hand boys ser.) [c. '31] N. Y., Goldsmith Pub. Co. 25 c.

Lend-a-hand boys' team-work, or, Putting their shoulders to the wheel. 256p. D (Lend-a-hand boys ser.) [c. '31] N. Y., Goldsmith Pub. Co. 25 c.

**Ould, Herman**

New plays from old stories; 2nd ser.; no. 1—Cinderella; no. 2—Aladdin; no. 3—Dick Whittington and his cat. various p. S '31 N. Y., Oxford 20 c., ea.

**Preliminary study of major forces in world business depression.**

54p. O (Studies in international problems) '31 N. Y., Nat'l Industrial Conference B'd. pap., \$1.50

## Read, Helen S.

My blue book; adventures for young children; ed. by Patty Smith Hill and Mary M. Reed. various p. il. (col.) O '31, c. '28-'31 N. Y., Scribner \$2 Stories about modern machines for young children.

## Reeve, Christopher

The Ginger Cat. 298p. D (Copyright fiction) [c. '29] N. Y., Burt 75 c.

## Reeves, Jacob Walter

Parliamentary procedure. 112p. S [c. '31] Bost., Heath 64 c. A textbook for students and guide for clubs or societies.

## Roche, Arthur Somers

A rhapsody in gold. 314p. D [c. '31] N. Y., Sears \$2 A modern novel of a rich woman who married a poor man and then thought she had made a mistake.

## Roerich, George N.

Trails to inmost Asia; five years of exploration with the Roerich Central Asian Expedition; preface by Louis Marin. 524p. il., map O c. New Haven, Conn., Yale buck., \$7.50

A picture of the life and civilizations of inner Asia. Illustrated with photographs and many paintings by the well known Russian artist, Nicholas Roerich, who led the expedition.

Rohmer, Sax, pseud. [Arthur Sarsfield Ward] The day the world ended. 312p. D (Copyright fiction) [c. '29, '30] N. Y., Burt 75 c.

## Ruck, Berta [Mrs. George Oliver]

The love-hater. 328p. D (Copyright fiction) [c. '30] N. Y., Burt 75 c.

## Rugg, Harold Ordway

An introduction to problems of American culture. 632p. (bibls.) il., maps, diagrs. O (Rugg social science course) [c. '31] Bost., Ginn \$1.96

An elementary introduction to the economic, political and social problems of American culture.

## Ryerson, Florence [Mrs. Colin Campbell Clements], and Clements, Colin Campbell

Fear of fear. 317p. front., diagr. D c. N. Y., Appleton \$2

Jimmy Lane again solves a baffling mystery which begins with the murder of a well known spirit medium in San Francisco.

## Sackville-West, Victoria Mary [Mrs. Harold George Nicolson]

All passion spent. 294p. O c. Garden City, N. Y., Doubleday, Doran \$2.50

A fantastic novel of England in which all the important characters are over eighty years old.

## Sampson, Mrs. Emma Speed [Nell Speed, pseud.]

Miss Minerva's cook book. 280p. il. D [c. '31] Chic., Reilly & Lee \$1.50 Recipes of southern dishes, described in the dialogue of Miss Minerva, the negro cook who has appeared in the author's other books.

## Schweitzer, Albert

The forest hospital at Lambarene; tr. by C. T. Campion; introd. by Karl Reiland, D.D. 191p. il., map, diagr. D [c. '31] N. Y., Holt \$2

The story of a scholar who, at the age of thirty, began the study of medicine and established a hospital in West Equatorial Africa in 1924.

## Scott, Martin J.

The altar boys of St. John's. 215p. D [c. '31] N. Y., P. J. Kenedy \$1.50 A story for Catholic boys.

## Sherwood, Robert Emmet

The virtuous knight. 395p. D c. N. Y., Scribner \$2.50

The adventures of the Crusades are seen through the eyes of Martin, the perfect knight with a questioning mind. The first novel by the author of the play, "The Road to Rome."

## Small, James Louis

Heroes of the trail. 140p. (2p. bibl.) il., maps D [c. '31] Milwaukee, Bruce Pub. Co. \$1

Stories of the early Catholic missionaries in America for boys and girls.

## Solar, Frank I.

Hand craft projects, for school and home shops; b'k 3. 157p. diagrs. obl. T [c. '31] Milwaukee, Bruce Pub. Co. \$1.25

## Stalin, Josef [originally Iosif Vissarionovitch Dzhugashvili]

The new Russian policy (June 23, 1931); foreword by George S. Counts, no p. D (John Day pamphlets no. 3) [c. '31] N. Y., John Day pap., 25 c.

The speech made before the Economic Conference at Moscow, in which Stalin presented important changes in the Soviet economic policy, notably the abandonment of the principle of equalization of wages.

## Standing Bear, Luther, Sioux chief

My Indian boyhood. 189p. il. (pt. col.) D c. Bost., Houghton \$1.75

An account of the daily life and training of Indian boys and girls by a chief of the Sioux Indian tribe.

## Stevenson, Robert Louis

A child's garden of verses [new ed.]; il. by Florence Storer. 126p. il. (pt. col.) D c. N. Y., Scribner \$1

## Stout, Rex

Golden Remedy. 294p. D c. N. Y., Vanguard \$2.50

The story of Marvin Tasker, who spent his life trying to verify his idea that love is beautiful.

Preliminary study of major forces in world business depression. 54p. O (Studies in internat'l problems) '31 N. Y., Nat'l Industrial Conference B'd. pap., \$1.50

Present status of mutual benefit associations, The. 116p. O (Industrial problems ser.) '31 N. Y., Nat'l Industrial Conference B'd. pap., \$1

Preston, Charles Henry Descendants of Roger Preston of Ipswich and Salem Village. 355p. il. '31 Salem, Mass., Essex Inst. \$10

## Scott, Austin Wakeman

Select cases and other authorities on the law of trusts; 2nd ed. 832p. O '31 Cambridge, Mass., Author, Langdell Hall \$6

## Simkins, Cleveland Sylvester

Textbook of human embryology. 483p. (op. bibl.) il. (pt. col.), diagrs. O '31 Phil., F. A. Davis \$4.50

## Stephens, Elizabeth J.

Cabin songs; old time melodies with up-to-date words. 47p. O [c. '31] Bost., Bruce Humphries pap., 50 c.

**Strong, Anna Louise [Anise, pseud.]**

The Soviets conquer wheat; the drama of collective farming. 288p. il. D [c. '31] N. Y., Holt \$2.50

The story of the new methods of farming introduced in Russia which resulted in the enormous wheat crop of 1930.

**Sylvaine, Hilda**

The inevitable hour. 309p. D c. '31 N. Y., Sears \$2

A great artist is compelled to choose between love and a career.

**Sylvanus, Paddy**

Too saucy with the gods. 309p. D c. N. Y., Appleton \$2

The story of a group of young people, just at the outbreak of the World War, is laid in England and on the Continent.

**Tamayo y Baus, Manuel**

Lo positivo; ed. by Philip Harry and Alfonso de Salvio; new ed. 141p. (bibl.) S (Heath's modern lang. ser.) [c. '31] Bost., Heath 80c.

**Thorpe, Merle**

Organized business leadership; foreword by William Butterworth. 116p. D c. N. Y., Harper \$2.50

The problems and possibilities of creative aid for business through trade associations, etc., by the editor of *Nation's Business*.

**Toch, Maximilian**

Paint, paintings and restoration. 185p. il. O '31 N. Y., Van Nostrand \$5

**Trattner, Ernest Robert**

Unravelling the Book of books; being the story of how the puzzles of the Bible were solved and its documents unravelled [popular ed.]. 341p. (5p. bibl.) il. D '31, c. '29 N. Y., Scribner \$1

**Turner, Nancy Byrd**

Ray Coon to the rescue. 80p. il. O [c. '31] Chic., Rand, McNally bds., \$1

Stories about Ray Coon and his animal friends for children.

**Uhrbrock, Richard Stephen, and Owens, Albert Alexander**

Famous Americans; enl. and rev. by R. G. Jones. 404p. (2p. bibl.) il. D [c. '31] Ind., Bobbs-Merrill 96c.

**Vecki, Victor G., M.D.**

Prevention of premature senility. 127p. D [c. '31] Bost., Stratford bds., \$1

**Stuart, Dorothy Margaret**

Christina Rossetti. 20p. O (English Ass'n. pamphlet no 78) '31 N. Y., Oxford 70c.

**Tang, Pei-sung**

An experimental study of the germination of wheat seed under water, as related to temperature and aeration. 48p. il. O '31 Balt., Johns Hopkins Press pap., 48c.

Transactions of the American Institute of Chemical Engineers; v. 25. 265p. il. O '31 N. Y., Van Nostrand \$6

**U. S. Dept. of Agriculture**

Directory of field activities of the Plant Quarantine and Control Administration. 60p. map T (Misc. pub'n. no. 47) '31 Wash., D. C., Gov't Pr. Off.; Sup't of Doc. pap., 10c.

**Waldman, John L., and others**

Hearing and the school child; hearing, school progress, and achievement of public school children. 222p. (4p. bibl.) il., diagrs. O c. '31 Wash., D. C., Volta Bur. \$1

**Wallace, Edgar**

The fourth plague. 303p. D (Copyright fiction) ['30] N. Y., Burt 75c.

**White, Eliza Orne**

When Abigail was seven. 200p. il. D c. Bost., Houghton \$2

A New England story in the late 1820's with seven-year-old Abigail as the heroine.

**Whitlock, Brand**

Narcissus; a Belgian legend of Van Dyck. 121p. front. D c. N. Y., Appleton \$2

The story of the romance which inspired Van Dyck to paint one of his greatest pictures.

**Williams, Ben Ames**

Touchstone. 337p. D (Copyright fiction) [c. '29, '30] N. Y., Burt 75c.

**Williams, Jesse Feiring, M.D., and Brownell, Clifford Lee**

Health and physical education; for public school administrators; secondary schools. 180p. (bibl.) D c. N. Y., Teachers Coll. Columbia Univ. \$1.75

**Williston, Samuel**

Negotiable instruments. 448p. D [c. '31] N. Y., Amer. Inst. of Banking \$3

Every phase of the law of negotiable instruments is discussed in this text-book for banking courses.

**Winn, Mary Day**

The macadam trail; ten thousand miles by motor coach; il. by E. H. Suydam. 345p. (bibl. note) il. (col. front.) O c. N. Y., Knopf \$5

The story of a ten thousand-mile trip by motor bus through thirty-four states, taken by the author and the artist.

**Wodehouse, Pelham Grenville**

Very good, Jeeves. 340p. D (Copyright fiction) [c. '26-'30] N. Y., Burt 75c.

**Wren, Percival Christopher, ed.**

Sowing glory; the memoirs of "Mary Ambrée," the English woman-legionary. 300p. D c. N. Y., Stokes \$2

A novel based on the diary of a woman who served in the French Foreign Legion.

**Wroth, Lawrence Counselman**

The colonial printer [lim. ed.]. 288p. (10p. bibl.) il. Q '31 N. Y., Grolier Club \$27.50

**Warren, Florence, ed.**

The dance of death; ed. from MSS. Ellesmere 26/A. 13 and B. W. Lansdowne 699, collated with the other extant MSS.; introd. by Beatrice White. 126p. D (Early English Text Soc., original ser. no. 181) '31 N. Y., Oxford \$6

**Wharton, James Edward, and others**

Machine gunner's pocket manual, 250p. il., diagrs. T [c. '31] Wash., D. C., Nat'l Service Pub. Co. fab., \$1.75; \$2.25

**Wilson, Wilbur M.**

Tests of welds. 37p. il. O (Ill. Univ. Engin. Exper. Sta. circ. 21) '31 Urbana, Ill., Univ. of Ill. pap., 20c.

Wynne, Anthony, pseud. [Robert McNair Wilson]

The room with the iron shutters. 315p. D (Copyright fiction) [c. '30] N. Y., Burt 75c.

The silver scale mystery. 305p. D. C. Phil. Lippincott \$2

Three murders without a single clue make the old Scotch castle a mysterious place until Dr. Hailey finds the murderer.

Yakhontoff, Victor A.

Russia and the Soviet Union in the Far East. 476p. (13p. bibl.) maps (pt. col.) O

[c. '31] N. Y., Coward-McCann \$5  
The past, present and future of international relationships in the Pacific countries, especially the part played by Russia.

Young, Chester Smith

Twenty-five years a country parson in Missouri [autobiography]. 111p. il. D. C. Barnard, Mo., Rush Pr. Co. \$1

Younger, John E., and Woods, Baldwin M.

Dynamics of airplanes and airplane structures. 263p. O '31 N. Y., Wiley \$3.50

## Title Index to The Weekly Record

Does not include the material listed in smaller type

Abandoned woman, An. O'Brien, H. V. 75c. *Burt*

Albert Grope. Mann, F. O. \$2.50 *Harcourt*  
Alexandrian poetry under the first three

Ptolemies. Couat, A. \$6.50 *Putnam*  
All passion spent. Sackville-West, V. M.

\$2.50 *Doubleday, Doran*  
Altar boys of St. John's, The. Scott, M. J.

\$1.50 *P. J. Kennedy*  
Among the flowers. Hodson, M. M. \$2.50 *Dale Pr. Co.*

Angel in the room, An. Hopkins, G. \$2 *Putnam*

Archer (William). Archer, C. \$5 *Yale*  
Art of mental prayer, The. Frost, B. \$1.40 *Morehouse Pub. Co.*

Aucassin and Nicolette. \$10 *Lim. Eds. Club*  
Balchen (Bernt). Lawrence, J. \$1.75 *Brewer, Warren & Putnam*

Barb wire. Coburn, W. \$2 *Century*  
Benny and his penny. Lenski, L. \$2 *Knopf*

Book of shrubs, The. Hottes, A. C. \$3 *A. T. De La Mare*

Bunny, hound and clown. Mukerji, D. G. \$2.50 *Dutton*

Burning up the sky. Buck, B. \$1.75 *Putnam*  
Chess step by step. Marshall, F. J. \$2.50 *Dutton*

Child's garden of verses, A. Stevenson, R. L. \$1 *Scribner*

Children's Bible, The. Bible. \$1 *Scribner*  
Colonial printer, The. Wroth, L. C. \$27.50 *Grolier Club*

Commercial art and design. Matasek, R. J. \$3.50 *Bruce Pub. Co.*

Coral reefs and atolls. Gardiner, J. S. \$4.25 *Macmillan*

Credit union. Bergengren, R. F. \$1.50 *Credit Union Nat'l Extension Bur.*

"Crying Pig" murder, The. MacClure, V. 75c. *Burt*

Dan, the young fireman. Kearney, P. W. \$1.75 *Cape & Smith*

Daring wings. Dean, G. M. 25c. *Goldsmith Pub. Co.*

Dawn on the mountains. Brown, C. E. \$1 *Warner Press*

Day the world ended, The. Rohmer, S. 75c. *Burt*

Difficulties in the way of discipleship. Mackay, H. \$1.50 *Morehouse Pub. Co.*

Doctor and the Devil, The. Gardner, C. W. \$1.50 *Vanguard Press*

Doris and the Trolls. Atwater, R. T. \$1.50 *Rand, McNally*

Doubleday's encyclopedia, 10 v. \$59.50; \$72 *Doubleday, Doran*

Dynamics of airplanes. Younger, J. E. \$3.50 *Wiley*

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# Old and Rare Books

Frederick M. Hopkins

CHARLES E. WILLIS'S very fine copy of William Blake's "Songs of Innocence and Experience, showing the Two Contrary States of the Human Soul," 1789-94, thick paper, sold at Sotheby's, in London, July 30, brought £1,600, regarded as "an amazing price" by the London *Times*. The two works consisted of fifty-four leaves, sharply printed in olive-brown on one side of the paper only, the plates lightly covered with water color, and bound in two volumes in contemporary, or near contemporary, straight-grained red morocco. All that the owner knew concerning the history of this set is that it had belonged to his father for very many years. When the sale catalog was published, with its elaborate description, the entry attracted the attention of an English collector, who bought at the McGeorge sale the Beckford copy of Blake's "The Gates of Paradise," in an almost identical binding. This copy contained an illegible note of acquisition by Beckford, the correct reading of which eluded Dr. Keynes, Blake's bibliographer, but which has been deciphered by its owner as containing the name of Hanrott and the date of Hanrott's first sale in July, 1833. It was discovered that Willis's copy of "Songs of Innocence and Experience," contained a very small pencil inscription giving the date of July 20, 1833, lot 891, that of the Hanrott sale, when the lot was bought for £2 1s. The following lot, the Beckford copy of "Gates of Paradise," fetched £1 16s., and both lots were described as bound in "red morocco, gilt leaves." The Beckford copy of Blake's "Gates of Paradise," and the Willis copies of "Songs of Innocence and Experience," were evidently once owned by Philip Augustus Hanrott, an early nineteenth century collector, classed by Seymour de Ricci

as one of the "greatest and wisest collectors of his time." The only copy of "Songs of Innocence and Experience" of this edition recorded by Lowndes was sold in 1855 for £12. 5s. In 1882 the Beckford copy fetched £146 and passed into the collection of W. A. White of Brooklyn, and into the same collection passed the Ellis copy, inlaid to folio size, with an illuminated border to each page, which sold for £700 in 1901. The Robert Hoe copy of "Songs of Innocence," 1789, sold at Anderson's in 1911 brought \$700, and his copy of "Songs of Experience," 1794, sold separately, brought \$700, also. John Linnell's copy of the two books brought £735 in 1918 and in the following year Fairfax Murray's brought £600. The Willis set brought more than twice as much as any of these records.

FTER seventy-four years some poems which were expurgated from the famous "Fleurs du Mal" of Baudelaire are again in the French courts. It was a cause célèbre in 1857, when these verses were condemned as immoral and forbidden to be published in the volume. Artists and lovers of freedom were incensed, but the judgment was enforced. Then little by little the whole affair was forgotten. Baudelaire's fame grew, and booksellers surreptitiously issued pamphlets containing the forbidden poems which are now well known among disciples of Baudelaire, and some copies are said to have crossed the Atlantic. The judgment of 1857, however, still stands on the French court records and when this summer at the Salon of art books, which is being held at the Petit Palais, a copy of this condemned work of Baudelaire was placed on exhibition, the old charge of immorality was revived. The book displayed contained

illustrations by a French artist, Mme. Dominique Jouvet-Debroise, and were accepted by the committee of the exhibition. Complaints were filed, however, and on investigation, finding that Baudelaire's work still remained condemned, the illustrations were ordered withdrawn. The artist contends that her drawings are proper and will make the attempt to vindicate Baudelaire and have the judgment of three-quarters of a century ago revoked.

**T**HE Southwest Press, founded three years ago in Dallas, Texas, is continuing its policy of specializing in books about Texas and by Texas authors. Among the books announced for publication this fall is a reprint of Mary Austin Holley's "Texas" the first book ever written in English about Texas. Mrs. Holley was a cousin of Stephen F. Austin, and her book is a series of letters written just one hundred years ago from Austin's colony to describe to would-be colonists in the United States exactly what conditions were like in those days in this unknown land. Today the book is practically unknown except to collectors and scholars. Recently 125 of Mrs. Holley's private letters have been discovered. Mattie Austin Hatcher, archivist of the University of Texas, has woven these letters into a biographical sketch which will be included with the reprint of "Texas."

**T**HE William L. Clements Library of Ann Arbor, Mich., has recently reproduced in facsimile its copy of the London, 1588, edition of Thomas Hariot's "Brief and True Report of the New Found Land of Virginia," the first book in English describing the earliest English colony in this country. Dr. Randolph G. Adams has written an introduction, and the printer has done his work well. There are five perfect copies of this important item of Americana: the Bodleian Library, the University of Leyden, the British Museum, the Huntington Library, and the Clements Library. There is an imperfect copy in the New York Public Library, having six leaves in facsimile.

**T**HE New York Public Library announces a Memorial Exhibit to be held during September and October, in the Central Building at 42nd Street, of the life and works of "Frank Forester"

(Henry William Herbert) 1807-1858, Father Of American Sporting Literature. The exhibition will be opened on September 8th in the small exhibition room on the Main Floor (Room 112).

"Frank Forester," an English aristocrat who came to America 100 years ago, became, in a very few years, the outstanding authority on American sport, and was responsible for hundreds of works which dignified hunting, fishing and other sports for the first time as "gentlemanly occupations." These have been reprinted in many editions since then. The exhibition will consist of original manuscripts, first editions of Forester's works, sporting prints and other memorabilia, some of which are being loaned by collectors, members of the "Frank Forester Society."

**C**HANGES are constantly taking place even in the most unexpected places. Civilization and education have wrought such an evolution in the head-hunting and one-time cannibal tribes of New Guinea that an urgent request came from that country for Bunyan's "Pilgrim's Progress" in the Tubetube language, according to the report of the Religious Tract Society of London. The Tubetube language is one of the tongues of the Papuan tribe, and is the 123rd language in which this famous classic has been translated and printed by this society.

**T**HE original manuscript of Sir Walter Scott's unfinished and unpublished novel, "The Siege of Malta," has been privately purchased from General Maxwell-Scott by Gabriel Wells of this city. Scott intended "The Siege of Malta" as the last of the Waverley Novels, and this manuscript was written during Scott's rest cure in Malta and Naples, beginning in January, 1832. Even in its unfinished state it contained 85,000 words.

**T**WO English poets who sojourned in Italy, Robert Browning and Percy Bysshe Shelley, have been honored in Florence. A bust of Browning has been placed in the atrium of the Casa Guidi by the Browning Foundation of Florence, while a tablet to the memory of Shelley was placed on the front of the house at the Bagni di San Giuliano near Pisa, occupied by him during the summers of 1820 and 1821, when he wrote "Adonais."

# The Weekly Book Exchange

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1883.  
Publications of Modern Language Assoc. of  
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Yale Studies in English. No. 25: Ben Jonson,  
Barth. Fair; No. 45: Jonson, Cynthias Redel.

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Southern California Law Review. 1929.

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# Forthcoming Issues

❖ ❖ ❖ The leading article for next week's *Weekly* is called "The Regulation of the Sale of Books," and has been written by R. Mainguet. Twenty-three countries have regulated the sale of domestic books with a kind of ten commandments which fix to the smallest details the relations between publishers and booksellers. The Regulations of the Association of the Czechoslovakian Booksellers and Publishers are particularly note-worthy. ❖ ❖ ❖

❖ ❖ ❖ This issue features the Bookmaking Department for September. William Kittredge's article on title-pages, with illustrations, will be the leading article. There will also be contributions by Evelyn Harter, Production Manager of Cape & Smith, and Dr. Hellmut Lehmann-Haupt of Columbia University Library. ❖ ❖ ❖

❖ ❖ ❖ Albert C. Read of Los Angeles contributes "How a Large Library Buys" for the September 12th issue. ❖ ❖ ❖

❖ ❖ ❖ The Fall Announcement number will appear on September 19th. ❖ ❖ ❖

❖ ❖ ❖ Two bookshop articles scheduled for the near future present New York City's Carnegie Hall Bookshop and The Weekend Book Service, Inc. ❖ ❖ ❖

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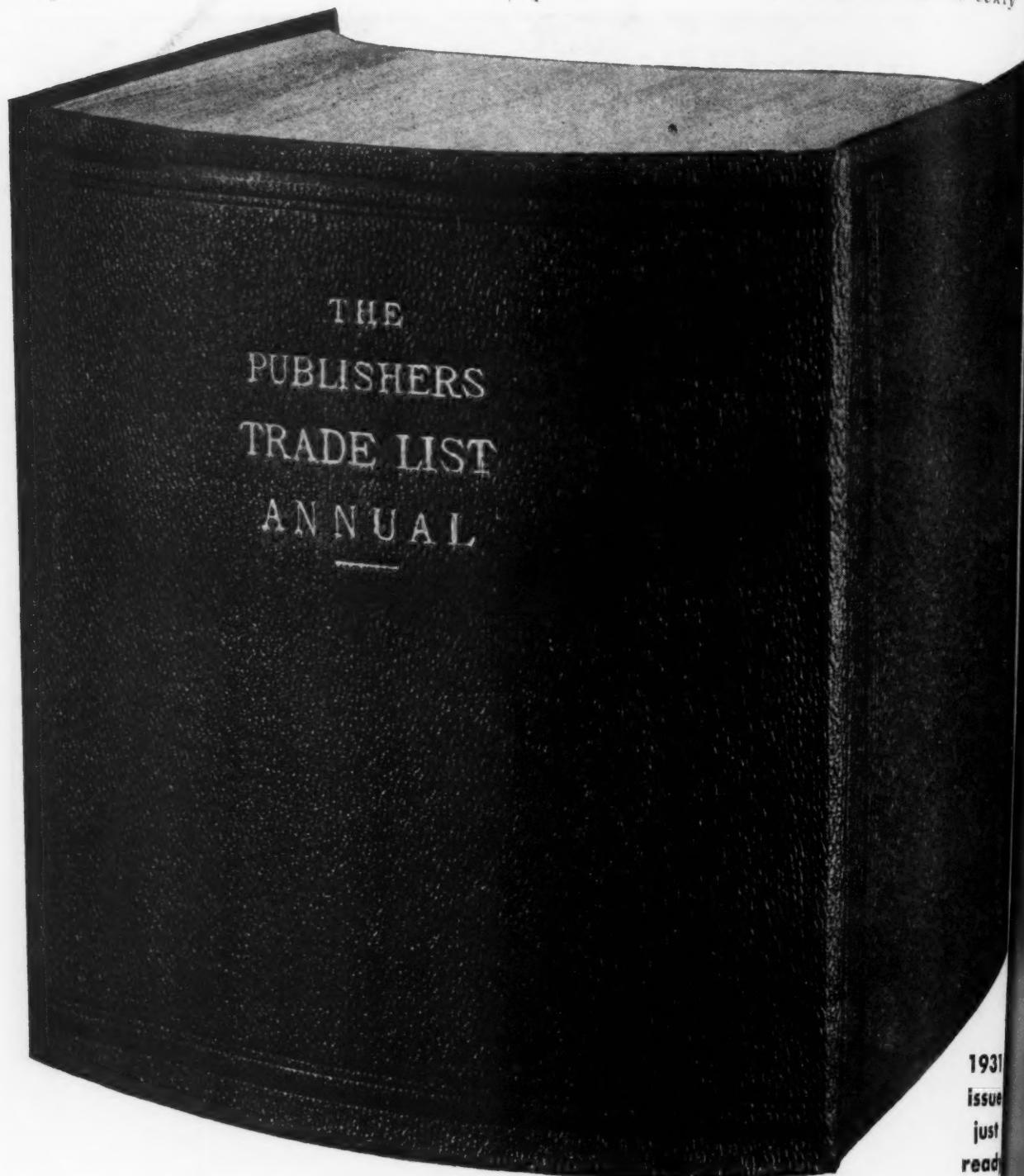
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